



UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, D.C. 20580

DEC 12 2018

Daniel McGrath
American Oversight
1030 15th St NW,
Washington, DC 20005

Re: FOIA-2019-00195
All records in re Matthew Whitaker
and World Patent Marketing

Dear Mr. McGrath:

This is in response to your request dated November 14, 2018, under the Freedom of Information Act seeking access to:

1. All email communications between FTC and Matthew G. Whitaker, or any lawyer or representative of Mr. Whitaker, from January 1, 2014, to May 9, 2018.
2. All transcripts and summaries of depositions or interviews of Mr. Whitaker, World Patent Marketing Inc. founder Scott Cooper, or any other employee or representative of World Patent Marketing or Desa Industries, Inc.
3. All records relating or referring to Mr. Whitaker's actions or role in associating with, advising, working for, or taking actions on behalf of World Patent Marketing Inc. or Desa Industries Inc., including records related to Mr. Whitaker's threats of legal action against critics, receipt of compensation, receipt of campaign contributions, or formation of a political action committee of fundraising entity.
4. All records produced or deemed responsive to the November 14, 2018 letter from Representatives Cummings, Nadler, Pallone, and Schiff to FTC Chairman Simons.
5. All records reflecting FTC communications (including emails, email attachments, text messages, messages on messaging applications, calendar entries or invitations, and notes or summaries of meetings) concerning FTC's response to the November 14, 2018 letter from Representatives Cummings, Nadler, Pallone, and Schiff to FTC Chairman Simons.

In accordance with the FOIA and agency policy, we have searched our records on November 16, 2018. Please note that this is our first response to your request. We continue to search our records for any other possible responsive records and will send additional documents at a later date if such records exist.

We have located approximately 332 pages of responsive records. I am granting partial access to the accessible records. Portions of these pages fall within one or more of the exemptions to the FOIA's disclosure requirements, as explained below.

Some responsive records contain staff analyses, opinions, and recommendations. Those portions are deliberative and pre-decisional and are an integral part of the agency's decision making process. They are exempt from the FOIA's disclosure requirements by FOIA Exemption 5, 5 U.S.C. § 552(b)(5). *See NLRB v. Sears, Roebuck & Co.*, 421 U.S. 132 (1975). Additionally, some records contain information prepared by an attorney in contemplation of litigation which is exempt under the attorney work-product privilege. *See Hickman v. Taylor*, 329 U.S. 495, 509-10 (1947).

Some information is exempt from disclosure under FOIA Exemption 7(E), 5 U.S.C. § 552(b)(7)(E). Exemption 7(E) protects information that would disclose techniques and procedures for law enforcement investigations or prosecutions, or would disclose guidelines for law enforcement investigations or prosecutions if such disclosure could reasonably be expected to risk circumvention of the law. *See Foster v. DOJ*, 933 F. Supp. 687(E.D. Mich. 1996).

We have located approximately 612 responsive complaints that consumers have sent to the Federal Trade Commission (FTC). You should know that the enclosed complaints have not necessarily been verified by the FTC. Therefore, you should make your own judgment about relying on the information provided. We have also located 2 audio files. I am denying access to consumers' names, addresses, phone numbers, and any other identifying information found in the complaints and audio files. This information is exempt from release under FOIA Exemption 6, 5 U.S.C. § 552(b)(6), because individuals' right to privacy outweighs the general public's interest in seeing personal identifying information. *See The Lakin Law Firm v. FTC*, 352 F.3d 1122 (7th Cir. 2003).

If you are not satisfied with this response to your request, you may appeal by writing to Freedom of Information Act Appeal, Office of the General Counsel, Federal Trade Commission, 600 Pennsylvania Avenue, N.W., Washington, D.C. 20580, or via email at FOIAAppeal@ftc.gov, within 90 days of the date of this letter. Please enclose a copy of your original request and a copy of this response.

You also may seek dispute resolution services from the FTC FOIA Public Liaison Richard Gold via telephone at 202-326-3355 or via e-mail at rgold@ftc.gov; or from the Office of Government Information Services via email at ogis@nara.gov, via fax at 202-741-5769, or via mail at Office of Government Information Services (OGIS), National Archives and Records Administration, 8601 Adelphi Road, College Park, MD 20740.

If you have any questions about the way we handled your request or about the FOIA regulations or procedures, please contact Kamay Lafalaise at 202-326-3780.

Sincerely,

/s/

Dione J. Stearns
Assistant General Counsel

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*By Express Mail and
Email (without enclosures)*

March 24, 2016

Howie Reitz, Esq.
Staff Attorney
Mail Stop OED
U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, Virginia 22313-1450

Re: File No. (b)(6) Request for Information and Evidence Under 37 C.F.R. § 11.22(f)

Dear Mr. Reitz:

I represent (b)(6) in the above-referenced matter. I submit this letter in response to your letter dated February 9, 2016 seeking a response to an inquiry by the Office of Enrollment and Discipline ("OED") into a complaint by (b)(6) in connection with an application of a patent on her behalf by (b)(6).

This response is organized into four sections: Section I addresses background information concerning (b)(6) and her relationship with World Patent Marketing. Section II addresses the circumstances concerning (b)(6) involvement in U.S. Patent (b)(6). Section III addresses the specific Rules of Professional Conduct under consideration by the OED as set forth in your letter. Section IV contains an analysis of factors concerning potential sanctions, if any, that the OED might consider appropriate in this case.

I. Factual Background

A. (b)(6)

(b)(6) years old. (b)(6)

(b)(6)

Prior to practicing as a patent agent, (b)(6) served as an (b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6)

(b)(6) was registered as a patent agent licensed to practice before the USPTO on

(b)(6) She was employed by (b)(6)

(b)(6)	In 2014, (b)(6)	Beginning in (b)(6)
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(b)(6) she entered into an arrangement with World Patent Marketing to provide patent filing services to customers the company referred to her.

B. World Patent Marketing

World Patent Marketing is a vertically integrated manufacturer and engineer of patented products. The company is composed of eight operating divisions: (i) invention research; (ii) patent assistance; (iii) invention prototyping; (iv) invention manufacturing; (v) retail; (vi) website and mobile applications development; (vii) social media marketing; and (viii) capital ventures.

Scott J. Cooper is the CEO and Creative Director of World Patent Marketing. He personally oversees and manages the manufacturing and engineering divisions of the company. Mr. Cooper is neither an attorney nor a patent agent, and he does not represent himself as such to any of World Patent Marketing's customers (and never has). His communication with clients is generally limited to matters involving engineering, manufacturing and licensing of products. World Patent Marketing is not a patent practitioner firm and does not hold itself out to the public or its customers as a patent practitioner firm.

World Patent Marketing's Advisory Board includes: (i) Dr. Aileen M. Marty, a Navy veteran, infectious disease specialist, and member of President Obama's Advisory Council to Combat Antibiotic-Resistant Bacteria; (ii) Brian Mast, a veteran of the United States Army, Joint Special Operations Command, and candidate for the US House of Representatives in Florida's 18th District; (iii) Pascal Bida Koyagabele, a Presidential Candidate for the Central African Republic; (iv) Nitzan Nuriel, a retired Israeli Brigadier General who received an Honorary Citation from the United States Congress for his contributions to world security and counter-terrorism; (v) Richard Paul Sulaka II, Deputy Public Works Commissioner of Macomb County, Michigan; and (vi) Matthew G. Whitaker, Esq., a former United States Attorney for the Southern District of Iowa and Executive Director of The Foundation for Accountability & Civic Trust (FACT), a non-profit organization dedicated to promoting accountability, ethics and transparency in government.

C. (b)(6) Relationship with World Patent Marketing

As set forth in the first paragraph of page 1 of the Patent Protection and Publicity Commitment Agreement (the "WPM Patent Protection Agreement") bates stamped (b)(6) of

the grievance materials enclosed with your letter, World Patent Marketing refers its customers to independent patent practitioners for all patent work. Per the WPM Patent Protection Agreement, the costs of a particular plan identified in Exhibit A includes the costs of payment to patent practitioner. Most significantly, and although not sufficiently delineated in the Patent Protection Agreement provided to (b)(6) the updated WPM Patent Protection Agreement makes clear that the fee a customer pays WPM includes services that are non-legal in nature and have nothing to do with the patent application process. For example, the Protection Agreement includes: (i) attendance at trade shows; (ii) preparation of a marketing video; (iii) drafting of a press release; (iv) a personal product webpage; (v) blog articles; (vi) PowerPoint presentations; and (vii) a marketing portfolio.

Under the arrangement in which (b)(6) entered with World Patent Marketing in November 2014, she would be paid (b)(6)

(b)(6)

(b)(6) request, World Patent Marketing agreed to (b)(6)

Nevertheless, it was also agreed that (b)(6)

(b)(6) Thus, although (b)(6) was technically a World Patent Marketing employee, she functioned as an independent contractor, and as set forth below, maintained her professional independence. In addition, as set forth below, both (b)(6) and World Patent Marketing have remedied these structural deficiencies. (b)(6) now

(b)(6)

(b)(6) Furthermore, World Patent Marketing does not, and never has, employed any other patent practitioners. (b)(6) understands that World Patent Marketing has arrangements with other independent patent practitioners to whom it refers patent application matters.

Under (b)(6) prior arrangement with World Patent Marketing, the company provided her with independent contractors to assist her (b)(6)

(b)(6)

(b)(6) Many of those independent contractors used a World Patent Marketing email address, but worked for other companies. The email address was provided to facilitate seamless communication between the customer (b)(6) and others involved in the legal services provided by (b)(6) and the non-legal services provided by World Patent Marketing.

None of World Patent Marketing's relationships with other independent patent practitioners are on a W-2 basis, and going forward, her relationship with World Patent Marketing will no longer be on a W-2 basis.

In connection with your specific questions on pages 3-4 not otherwise answered above:

Question 2) What is the (b)(6) relationship with WPM?

The answer is that there is no relationship between the (b)(6) and World Patent Marketing. As of the date of your February 9, 2016 letter, (b)(6)

(b)(6)

World Patent Marketing under World Patent Marketing's customer number. (b)(6)

(b)(6)

Question 5) For each of 2014 and 2015, how many patent-application referrals did WPM make to you or your firm?

Since 2014, (b)(6)
by World Patent Marketing.

Question 6) Who is responsible for controlling the collection of invention information for cases that WPM refers to you?

(b)(6)

Question 7) For WPM-referred matters, who is responsible for making filing decisions?

(b)(6)

Question 8) Please identify all other patent professionals affiliated with WPM.

(b)(6) does not know the other patent professionals affiliated with WPM.

Question 10) Please list all WPM employees or officers with whom you have had contact.

(b)(6) has had contact with Scott Cooper, the President of World Patent Marketing and Christie Hoffman, its Customer Service Coordinator.

Question 11) Please list all WPM employees or officers who are attorneys, paralegals or patent agents.

World Patent Marketing does not employ attorneys, patent agents, or paralegals.

Question 12) Please give the names of all WPM employees or affiliated persons whom you supervise.

For World Patent Marketing matters referred to (b)(6) she supervised independent contractors hired by World Patent Marketing who were made available to her as "legal liaisons." In the (b)(6) matter, the legal liaisons she supervised were (b)(6)

(b)(6)

Question 13) Please give the name of your supervisors.

(b)(6) did not have any supervisors at World Patent Marketing. She had sole control and decision-making authority with respect to the filing of patent applications on behalf of clients.

Questions 14-23)

(b)(6) has working relationships with the World Patent Marketing officers, employees, and independent contractors as identified above. She does not have any working relationships with the other individuals mentioned.

II. (b)(6) Applications

In early 2015, World Patent Marketing referred a potential patent application matter to

(b)(6)

As an aside, it is not typical for Mr. Cooper to be directly engaged with World Patent Marketing customers, as he was in this case. (b)(6) involved Mr. Cooper in these

(b)(6)

(b)(6)

patent nor a PCT patent were appropriate. According to (b)(6) which was sent to (b)(6) (b)(6)

I do understand the difference between Design and Utility patents. The chance to get the Utility patent for this application is (b)(6) (b)(6) Statute 35 US Code, Section 103. Design Application is cheaper, easy to file and gives a better chance to get a patent for (b)(6) application. She wants to apply for a (b)(6) – we can do it. I had my responsibility to inform her about potential negative outcome of the application as a Utility application and also inform her if she has other options. If she still wants to try – we can do what she wants but I cannot improve her application and guarantee to her any positive outcome. She has practically nothing to claim as a Utility patent. But she sure can if she wants.

(b)(6)

In April 2015, (b)(6) advised the client, through legal liaisons and Mr. Cooper, of the changes that needed to be made to improve the chances of a successful application, and worked on preparing the draft applications. [Exhibits I-O]. (b)(6)

(b)(6) (b)(6) and Scott Cooper informing them that the application was not properly filed and there was an underpayment. (b)(6) addressed and corrected the filing error. (b)(6)

(b)(6)

(b)(6)

Approximately a month later, (b)(6) received your letter.

In connection with your specific questions on pages 4-5 not otherwise answered above:

Question 24) Have you spoken or otherwise corresponded with the grievant, (b)(6)

Other than as described above and in the attached exhibits, (b)(6) has not communicated with (b)(6)

Question 32) Please fully explain whether you knew the amount (b)(6) *paid WPM for your services.*

(b)(6) was unaware of the precise amounts (b)(6) paid for the patent protection services offered by World Patent Marketing.

Question 33) Please fully explain whether you informed (b)(6) your business and financial relationship with WPM.

(b)(6) did not inform (b)(6) of her business and financial relationship with World Patent Marketing. However, it is clear from (b)(6) own file that she understood (b)(6) to have been the patent agent who filed the Applications, that she understood (b)(6) and that she understood (b)(6) Scott Cooper was not a lawyer or acting in the capacity of a lawyer or patent agent.

Question 34) Please fully explain whether you obtained (b)(6) consent to have your professional judgment subject to the direction of WPM.

(b)(6)

Question 35) Did you explain to (b)(6) that you would ask WPM how her application should be handled?

(b)(6)

Question 36) Why did you, on March 25, 2015, send (b)(6) an email asking him to ask "Scott" what to do with (b)(6) application?

As explained above, (b)(6) through her legal liaisons, and through Mr. Cooper, that she thought (b)(6) idea was not to be approved by the USPTO as a utility patent. Mr. Cooper had been working with (b)(6) on improvements to her proposed product for licensing and manufacturing purposes, and (b)(6) wanted to know how (b)(6) (b)(6) wished to proceed with respect to the patent application.

Question 37) How did you, or anyone else, explain to (b)(6) her inventorship obligations, such as the duty of disclosure under Rule 56?

As explained above, (b)(6) explained to (b)(6) the specific ways in which the product idea needed to be improved in order to obtain the patents she sought. She warned (b)(6) of the probability of success throughout and attempted to give (b)(6) the best advice possible in order to improve her chances of success.

The above responses were intended to address each of the questions set forth in the inquiry letter, and, therefore, no answer was intended to be admitted that wasn't explicitly included in this response. To the extent that the OED believes that any answer is incomplete or

if the OED requires additional information, we are happy to provide the information upon request and address any concerns.

III. Rules of Professional Conduct Under Consideration

Below we briefly address the Rules of Professional Conduct under consideration in the OED's inquiry of (b)(6)

• 37 C.F.R. § 11.101 (Competence)

In this case, (b)(6) provided competent representation in connection with the application for (b)(6) patent. She advised (b)(6) of the weaknesses in her original idea, proposed solutions, reviewed the improvements (b)(6) had made on the original idea, and advised (b)(6) of the type of patent she believed (b)(6) had the best chance of success of obtaining. Furthermore, the patent applications were prepared with the technical knowledge, skill, thoroughness, and preparation reasonably designed to obtain possible acceptance.

• 37 § 11.102(a) (Requirement to consult with client as to the means by which the client's objectives are to be pursued)

In this case, as the evidentiary materials demonstrate, (b)(6) chief concern was preparing an application that gave (b)(6) the greatest chance of success of obtaining a patent for her idea. She ensured that her advice and views were communicated to (b)(6) and, ultimately, abided by (b)(6) final decision.

• 37 C.F.R. § 11.103 (Diligence)

In this case, (b)(6) acted with reasonable diligence and promptness in representing (b)(6). The only delays in applying for the patent resulted from her waiting for (b)(6) to submit improvements to her proposed product so that it increased the chance of a successful application. Furthermore, as soon as (b)(6) was made aware that there was an underpayment of the fees for the application, (b)(6) corrected that error and paid the necessary fees.

• 37 C.F.R. § 11.104 (Communication with Client)

Concededly, (b)(6) communication with the client was insufficient. She recognizes that she should have consulted more closely and directly with the client. Moreover, she should have responded to (b)(6) communications in December. At the same time, (b)(6) understood that (b)(6) had been an unusually hostile and erratic customer of World Patent Marketing, and the tone she used in her communications to (b)(6) appeared hostile.

In the future, (b)(6) will ensure that she consults with all clients and keeps them informed in connection with Section 11.104.

• 37 C.F.R. § 11.105 (Reasonableness of fees and division with other firms)

The issue in this case appears to be more of one involving lack of disclosure rather than whether the fees were inherently reasonable or not. (b)(6) now provides disclosure to clients of a sliding scale of flat fees based on the amount and difficulty of work and the frequency of necessary communications with the client.

• **37 C.F.R. § 11.106 (Confidentiality of information)**

In this case, (b)(6) did not reveal any information to anyone relating to the representation of (b)(6) did not consent to based on the explicit terms of the WPM Patent Protection Agreement.

• **37 C.F.R. § 11.107 (Conflict of interest with current client)**

Concededly, (b)(6) should have disclosed her financial arrangement with World Patent Marketing. Full disclosure is now provided to all clients. The failure to make such disclosure did not interfere, however, with (b)(6) professional judgment.

• **37 C.F.R. § 11.116(a) (Requirement to withdraw from representation)**

(b)(6) shortcomings with respect to adhering to the Rules of Professional Conduct are addressed in this memorandum. She is committed to adhering closely to the Rules of Professional Conduct in all future representations and in handling actions on all applications she previously has submitted.

• **37 C.F.R. § 11.201 (Duty of independence and candor)**

Notwithstanding the structural deficiencies in the arrangement between (b)(6) and World Patent Marketing—which both (b)(6) and World Patent Marketing have remedied—the evidence demonstrates that (b)(6) acted with professional independence and candor.

• **37 C.F.R. § 11.503 (Non-practitioner assistance)**

(b)(6) can be faulted for relying too heavily on non-practitioner legal liaisons—which she will remedy in the future—but, in the context of this case, it does not appear that the client was in any way harmed or misinformed as a result.

• **37 C.F.R. §§ 11.504 (Professional independence) and 11.505 (Unauthorized practice of law)**

Notwithstanding the structural deficiencies in the arrangement between (b)(6) and World Patent Marketing (paying (b)(6) —which both (b)(6) and World Patent Marketing have remedied—(b)(6) had professional independence with respect to all decision-making with respect the filing of patent applications and related work. World Patent Marketing did not practice law, was not engaged in the practice of law, did not hold itself to be engaged in the practice of law, and nothing in the record supports

(b)(6) claim that she believed Mr. Cooper or anyone else at World Patent Marketing was her attorney. To the contrary, the record demonstrates precisely the opposite.

IV. Potential Sanctions

(b)(6) when she began to handle referrals from World Patent Marketing. She was not sufficiently careful or informed about the USPTO Rules of Professional Conduct and mistakenly believed that she could enter into an arrangement with a non-practitioner firm in handling cases referred to her. (b)(6)

(b)(6) She has aspirations of becoming a member of the (b)(6) She is mortified that her conduct may result in any suspension of her license to practice before the USPTO.

For its part, World Patent Marketing was unaware of the strictures of the USPTO Rules of Professional Conduct and would never have entered into such an arrangement with (b)(6) arrangement would have violated even the spirit of the Rules. It is in the process of revising and revamping its WPM Patent Protection Agreement so that disclosures to customers are made clearer. Furthermore, it is determined to ensure that in the future, there will not even be the appearance of a conflict between World Patent Marketing and any of the patent practitioners it refers business to.

Before sanctioning a practitioner such as (b)(6) the OED must consider the following four factors:

- (1) whether the practitioner has violated a duty owed to a client, to the public, to the legal system, or to the profession;
 - (2) whether the practitioner acted intentionally, knowingly, or negligently;
 - (3) the amount of the actual or potential injury caused by the practitioner's misconduct;
- and
- (4) the existence of any aggravating or mitigating factors.

See 37 C.F.R. § 11.54(b).

A. (b)(6) performance of her duties to the client, the public and the patent bar.

(b)(6) fell short in certain duties to her client: (i) she did not communicate sufficiently often enough and directly with the client when she needed to; (ii) she did not respond to certain inquiries by the client; and (iii) she did not sufficiently disclose her financial arrangement with World Patent Marketing. At the same time, (b)(6) was diligent and performed her duties competently. She also ensured that the client obtained her evaluation of the client's initial invention idea. (b)(6) further made suggestions as to how to change the product to increase the chances of obtaining a successful determination on her patent application. (b)(6) also maintained her professional independence and did not unduly benefit

financially. There is no evidence whatsoever she was motivated in any significant way by profit or that anything other than the client's best interests were her principal motivation.

B. (b)(6) acted negligently.

There is no evidence that (b)(6) acted with any malicious intent in this case or with the principal purpose of obtaining personal financial benefit. Instead, the evidence demonstrates that she acted at most negligently in violating the Rules of Professional Conduct. (b)(6) was not a licensed patent agent for (b)(6) before she entered into the misguided structural arrangement with World Patent Marketing. (b)(6) did not intentionally or knowingly performed any act that was contrary to (b)(6) best interests. Nor did she intentionally or knowingly omit to disclose any material information to (b)(6).

C. (b)(6) conduct did not cause any actual or potential injury.

The record demonstrates that (b)(6) provided clear advice to (b)(6) about the deficiencies in (b)(6) original invention idea, provided suggestions on how to improve her chances of obtaining a successful patent, and warned her of the risks associated with the applications (b)(6) insisted on pursuing. No injury was caused by (b)(6) conduct. In addition, (b)(6) reviewed a draft of (b)(6) application and approved it. A patent application that satisfies reasonable standards of professional competence was filed on (b)(6) behalf.

(b)(6) grievance appears to stem from her dissatisfaction with World Patent Marketing's decision not to license and manufacture her product. But that decision was based on (b)(6) failure to provide a prototype that matched her description of the product. Throughout her relationship with World Patent Marketing, (b)(6) issued threats, filed frivolous complaints with consumer organizations, and then filed a grievance with the USPTO. (b)(6) apparently believes that she is entitled to obtain a favorable decision on her patent application when she was never promised one in the first place. Neither (b)(6) nor World Patent Marketing are responsible for (b)(6) misguided positions in this regard.

D. Substantial mitigating factors exist in this case.

The USPTO often looks to the American Bar Association's Standards for Imposing Lawyer Sanctions when determining whether aggravating or mitigating factors exist. *See In re Myers*, No. D2015-33, at 9. Here, the mitigating factors are substantial. Indeed, (b)(6) has no prior disciplinary record. *See* ABA Standards §9.32(a). Indeed, not only does (b)(6) not have any disciplinary record before the USPTO, she has a lengthy, exemplary record prior to practicing before the USPTO, including her work as a (b)(6). Furthermore, the evidence does not reveal even the slightest hint of any dishonest or selfish motive on the part of (b)(6). *Id.* § 9.32(b). In addition, (b)(6)—and World Patent Marketing—has made a timely good faith effort to rectify the consequences of her misconduct and she has committed to proper representation going forward in accordance with the Rules. *Id.* § 9.32(d). As evidenced by this submission, and by counsel's willingness to continue to cooperate in this inquiry, (b)(6) has engaged in full and candid disclosure to the OED. *Id.* § 9.32(e).

(b)(6) is also extremely remorseful for her conduct. *Id.* § 9.32(l). She is determined to become a member of the (b)(6) and is horrified by the prospect that everything she has worked for in furtherance of entering the legal profession is now in jeopardy. Thus, she has taken all measures available to her, and is prepared to do what the OED deems appropriate, in order to preserve her chances of continuing to practice as a patent agent and hopefully as an attorney in the future. (b)(6) character is demonstrated by her long experience in pursuing (b)(6)

(b)(6)

(b)(6) And yet she has never given up on pursuing her career goals. She has no criminal or disciplinary record in any aspect of her life. Her biography demonstrates her solid character. This is a significant mitigating factor in consideration of potential sanctions in this case. *Id.* § 9.32(g).

Finally, (b)(6) was an inexperienced patent agent when she entered into her arrangement with World Patent Marketing and while not an excuse for her noncompliance with the Rules, it is a mitigating factor to consider in imposing any sanctions. *Id.* § 9.32(f). (b)(6) (b)(6) has already made substantial changes to remedy her earlier violations and will be careful never to reoffend in the future. Given (b)(6) long, established record of compliance with the law, her distinguished career, her innately good character, her desire to succeed in the area of patent practice, and her demonstrated remorse and commitment to future compliance, the OED should not be concerned about the possibility of recidivism in this case.

E. Admonition is a proper sanction in this context, with a period of probation.

As set forth in the ABA standards, admonition is a “private reprimand” which “declares the conduct” of the practitioner “improper,” but does not limit the practitioner’s right to practice. *See* ABA Standards § 2.6. Such a sanction is appropriate in this case because (b)(6) conduct was negligent and caused “little or no actual or potential injury to a client.” *Id.* §§ 4.14, 4.34, 4.64.

In addition to admonition, the OED should impose a period of probation to monitor (b)(6) (b)(6) compliance with the Rules. As a condition of Probation, the OED should require (b)(6) take continuing legal education courses in the Rules of Professional Conduct and other, related ethical obligations as a patent practitioner.

Respectfully submitted,



Eric Creizman

Enclosures

2017 SCRIPT 1

Hello **CUSTOMER**

My name is [NAME] with World Patent Marketing, how are you today?

[PAUSE]

You made a recent inquiry on our website about an idea or invention you were working on, is that correct?

[PAUSE]

How long have you had this idea for?

[PAUSE]

Is this the first time you're looking into developing & patenting your own product?

[PAUSE]

Are you looking to get your idea out on the market?

[PAUSE]

OK great! Let me explain a little bit about World Patent Marketing - who we are and how we are unique:

- All over the world, we are known as the Invention Powerhouse and I'll tell you why – we have developed a proprietary step by step process utilizing cutting edge technology that can take YOUR idea to the marketplace.
- We do everything in house. We can take your idea from a sketch on a napkin, give you invention intelligence, help you protect it with a patent, design a product, build a prototype, manufacture overseas, market it online and put it on TV and in the stores.
- We are A+ Rated with the BBB and we have thousands of five star reviews online.

- Our CEO has an incredible advisory board. It includes:
 - a) Ambassador Dell Dailey who ran counter terrorism at the US State Department;
 - b) Former US Attorney Matt Whitaker who was appointed by President George Bush;
 - c) Brian Mast who just won the Republican primary in Florida;
 - d) Dr. Aileen Marty who sits on President Obama's advisory council;
 - e) We even have famous Physics Professor named Ronald Mallett that is working on time travel and is on television all the time.

I'll send you a link right now to your email address

Email them while you are on the phone <https://worldpatentmarketing.com/invention-team>

IF THEY HAVE QUESTIONS, EXPLAIN THAT WE CAN'T DISCUSS THEIR IDEA UNTIL THEY COMPLETE A CONFIDENTIALITY AGREEMENT.

The first step is to complete a confidentiality agreement on our web site and submit your idea. This protects you and protects your idea. Everything is 100% confidential and you'll always be the owner of your idea and the evaluation is completely FREE.

[PAUSE]

Once we receive the information, I will give you to review the details just to make sure I have a clear understanding.

Can you have access to the internet right now? [PAUSE]

[if customer says yes]

I would like you to go our website **worldpatentmarketing.com**, click on SUBMIT IDEA on the top menu of the page. I will hold on while you complete the form.

[if customer says no]

When will you have access to the internet?

GET A COMMITMENT – YOUR TIME IS VALUABLE

I need to know so I can set aside some time to review the idea with you. I'll send you an email and you can submit it directly at worldpatentmarketing.com and click on SUBMIT IDEA on the top menu of the page.

ADVISORY BOARD AGREEMENT

THIS ADVISORY BOARD AGREEMENT is made effective as of October 15, 2014 (the "Effective Date") by and between Desa Industries, Inc., a Delaware Corporation and Matthew Whitaker (the "Advisor").

RECITALS

A. Company desires to obtain the services of Advisor to serve on the Company's Board of Advisors (the "AB"), and the Advisor desires to serve on the AB, upon the following terms and conditions.

B. Company has spent significant time, effort, and money to develop certain Proprietary Information (as defined below), which Company considers vital to its business and goodwill.

C. The Proprietary Information may necessarily be communicated to or received by Advisor in the course of serving on the AB for the Company, and Company desires to obtain the Services of Advisor, only if, in doing so, it can protect its Proprietary Information and goodwill.

D. Company does not, however, desire to receive from Advisor, or for Advisor to either induce the use of or use in connection with the performance of the Services, any information which is confidential to or ownership of which resides in a third party, whether acquired either prior to or subsequent to Advisor's retention hereunder.

AGREEMENT

NOW, THEREFORE, the parties hereto hereby agree as follows:

1. Advisory Board Member. Company hereby retains Advisor to serve on its Advisory Board. The term of this Agreement (the "Term") shall be the period commencing on the Effective Date and terminating upon three (3) days prior written notice delivered by either party to the other for any reason. Upon any termination of the Services as provided in the preceding sentence, this Agreement shall terminate except that the provisions set forth in Sections 2.b, 4 and 6 of this Agreement shall survive such termination.

2. Position, Duties, Responsibilities.

a. Duties. Advisor shall perform those services ("Services") as reasonably requested by the Company from time to time, including but not limited to the Services described on Exhibit A attached hereto. Advisor shall devote Advisor's commercially reasonable efforts and attention to the performance of the Services for the Company on a timely basis. Advisor shall also make himself available to answer questions, provide advice and provide Services to the Company upon reasonable request and notice from the Company.

b. Independent Contractor: No Conflict. It is understood and agreed, and it is the intention of the parties hereto, that Advisor is an independent contractor, and not the employee, agent, joint venturer, or partner of Company for any purposes whatsoever. Advisor is skilled in providing the Services. To the extent necessary, Advisor shall be solely responsible for any and all taxes related to the receipt of any compensation under this Agreement. Advisor hereby represents, warrants and covenants that Advisor has the right, power and authority to enter into this Agreement and that neither the execution nor delivery of this Agreement, nor the performance of the Services by Advisor will conflict with or result in a breach of the terms, conditions or provisions of, or constitute a default under, any contract, covenant or instrument under which Advisor is now or hereinafter becomes obligated.

3. **Compensation, Benefits, Expenses.**

a. **Compensation.** As full and complete consideration of the Services to be rendered hereunder, the Company shall pay Advisor the Compensation described on Exhibit A attached hereto.

b. **Reimbursement of Expenses.** Company shall promptly reimburse Advisor for any reasonable costs and expenses incurred by Advisor in connection with any Services specifically requested by Company and actually performed by Advisor pursuant to the terms of this Agreement. Each such expenditure or cost shall be reimbursed only if: (i) with respect to costs in excess of \$100, individually, Advisor receives prior approval from the Company's CEO or CFO or other executive for such expenditure or cost, and (ii) with respect to costs in less than \$100, individually, provided Advisor furnishes to Company adequate records and other documents reasonably acceptable to Company evidencing such expenditure or cost.

4. **Proprietary Information; Work Product; Non-Disclosure.**

a. **Defined.** Company has conceived, developed and owns, and continues to conceive and develop, certain property rights and information, including but not limited to its business plans and objectives, client and customer information, financial projections, marketing plans, marketing materials, logos, and designs, and technical data, inventions, processes, know-how, algorithms, formulae, franchises, databases, computer programs, computer software, user interfaces, source codes, object codes, architectures and structures, display screens, layouts, development tools and instructions, templates, and other trade secrets, intangible assets and industrial or proprietary property rights which may or may not be related directly or indirectly to Company's software business and all documentation, media or other tangible embodiment of or relating to any of the foregoing and all proprietary rights therein of Company (all of which are hereinafter referred to as the "Proprietary Information"). Although certain information may be generally known in the relevant industry, the fact that Company uses it may not be so known. In such instance, the knowledge that Company uses the information would comprise Proprietary Information. Furthermore, the fact that various fragments of information or data may be generally known in the relevant industry does not mean that the manner in which Company combines them, and the results obtained thereby, are known. In such instance, that would also comprise Proprietary Information.

b. **General Restrictions on Use.** Advisor agrees to hold all Proprietary Information in confidence and not to, directly or indirectly, disclose, use, copy, publish, summarize, or remove from Company's premises any Proprietary Information (or remove from the premises any other property of Company), except (i) during the consulting relationship to the extent authorized and necessary to carry out Advisor's responsibilities under this Agreement, and (ii) after termination of the consulting relationship, only as specifically authorized in writing by Company. Notwithstanding the foregoing, such restrictions shall not apply to: (x) information which Advisor can show was rightfully in Advisor's possession at the time of disclosure by Company; (y) information which Advisor can show was received from a third party who lawfully developed the information independently of Company or obtained such information from Company under conditions which did not require that it be held in confidence; or (z) information which, at the time of disclosure, is generally available to the public.

c. **Ownership of Work Product.** All Work Product shall be considered work(s) made by Advisor for hire for Company and shall belong exclusively to Company and its designees. If by operation of law, any of the Work Product, including all related intellectual property rights, is not owned in its entirety by Company automatically upon creation thereof, then Advisor agrees to assign, and hereby assigns, to Company and its designees the ownership of such Work Product, including all related intellectual property rights. "Work Product" shall mean any writings (including excel, power point, emails, etc.), programming, documentation, data compilations, reports, and any other media, materials, or other objects produced as a result of Advisor's work or delivered by Advisor in the course of performing that work.

d. **Incidents and Further Assurances.** Company may obtain and hold in its own name copyrights, registrations, and other protection that may be available in the Advisor. Advisor agrees to provide any assistance required to perfect such protection. Advisor agrees to take such further actions and execute and

deliver such further agreements and other instruments as Company may reasonably request to give effect to this Section 4.

e. **Return of Proprietary Information.** Upon termination of this Agreement, Advisor shall upon request by the Company promptly deliver to Company at Company's sole cost and expense, all drawings, blueprints, manuals, specification documents, documentation, source or object codes, tape discs and any other storage media, letters, notes, notebooks, reports, flowcharts, and all other materials in its possession or under its control relating to the Proprietary Information and/or Services, as well as all other property belonging to Company which is then in Advisor's possession or under its control. Notwithstanding the foregoing, Advisor shall retain ownership of all works owned by Advisor prior to commencing work for Company hereunder, subject to Company's nonexclusive, perpetual, paid up right and license to use such works in connection with its use of the Services and any Work Product.

f. **Remedies/Additional Confidentiality Agreements.** Nothing in this Section 4 is intended to limit any remedy of Company under applicable state or federal law. At the request of Company, Advisor shall also execute Company's standard "Confidentiality Agreement" or similarly named agreement as such agreement is currently applied to and entered into by Company's most recent employees.

5. **Non-Compete.** During the Term, Advisor shall provide the Company with prior written notice if Consultant intends to provide any services, as an employee, consultant or otherwise, to any person, company or entity that competes directly with the Company, which written notice shall include the name of the competitor. During the period that is six (6) months after the termination of this Agreement, Advisor shall provide the Company with written notice any time that Advisor provides any services, as an employee, consultant or otherwise, to any person, company or entity that competes directly with the Company. Notwithstanding anything to the contrary contained herein, Company hereby consents to Consultant providing services, as an employee, consultant or otherwise, to the following companies.

6. **Miscellaneous.**

a. **Notices.** All notices required under this Agreement shall be deemed to have been given or made for all purposes upon receipt of such written notice or communication. Notices to each party shall be sent to the address set forth below the party's signature on the signature page of this Agreement. Either party hereto may change the address to which such communications are to be directed by giving written notice to the other party hereto of such change in the manner provided above.

b. **Entire Agreement.** This Agreement and any documents attached hereto as Exhibits constitute the entire agreement and understanding between the parties with respect to the subject matter herein and therein, and supersede and replace any and all prior agreements and understandings, whether oral or written with respect to such matters. The provisions of this Agreement may be waived, altered, amended or replaced in whole or in part only upon the written consent of both parties to this Agreement.

c. **Severability, Enforcement.** If, for any reason, any provision of this Agreement shall be determined to be invalid or inoperative, the validity and effect of the other provisions herein shall not be affected thereby, provided that no such severability shall be effective if it causes a material detriment to any party.

d. **Governing Law.** The validity, interpretation, enforceability, and performance of this Agreement shall be governed by and construed in accordance with the laws of the State of Florida. Venue for any and all disputes arising out of this Agreement shall be the City of Miami Beach or Miami, Florida.

e. **Injunctive Relief.** The parties agree that in the event of any breach or threatened breach of any of the covenants in Section 4, the damage or imminent damage to the value and the goodwill of Company's business will be irreparable and extremely difficult to estimate, making any remedy at law or in damages inadequate. Accordingly, the parties agree that Company shall be entitled to injunctive relief against Advisor in the event of any breach or threatened breach of any such provisions by Advisor, in addition to any other relief (including damages) available to Company under this Agreement or under applicable state or

Federal law.

f. **Publicity.** The Company shall, without prior written approval by Advisor, have the right to use the name, biography and picture of Advisor on the Company's website, marketing and advertising materials.

IN WITNESS WHEREOF, each party hereto has duly executed this Agreement as of the Effective Date.

DESA INDUSTRIES, INC.
d/b/a World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

Matthew Whitaker
400 East Court, Suite 346
Des moines, Iowa 50309

Signature: _____

Name: _____

Date: _____

Signature: _____

Name: _____

Date: _____

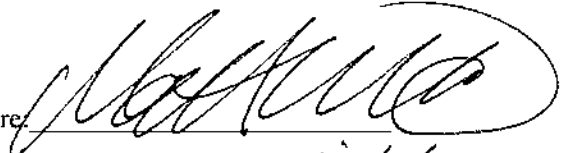

Matthew Whitaker
10/16/14

Exhibit A to Advisory Board Agreement

Services.

As a member of the Advisory Board, you shall:

- ❖ Participate in annual meeting in Miami Beach, FL. All travel expenses to be reimbursed by Company.
- ❖ Be accessible to Company to provide guidance on regulatory issues.
- ❖ Agree to Social Media Endorsements
- ❖ Consulting services shall exclude legal services requested by company which will be billed at the then applicable hourly rate

Compensation.

The Company shall issue Advisor quarterly payments of \$1,875.00. The first payment shall be issued on 10/16/2014. The second payment shall be issued on 1/15/15 and every three months thereafter.

From: Scott Cooper
Sent: 18 Feb 2016 20:31:11 -0500
To: Anne Cruz
Subject: audioBoom / Matthew Whitaker, U.S. Attorney from iowa and director of the Foundation for Accountability and Civic Trust - February 18, 2016

<https://audioboom.com/boos/4198950-matthew-whitaker-u-s-attorney-from-iowa-and-director-of-the-foundation-for-accountability-and-civic-trust-february-18-2016>

From: Scott Cooper
To: [Matthew Whitaker](#)
Subject: FW: Snow Melter
Date: Friday, August 21, 2015 12:17:15 PM

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: (b)(6) [mailto:(b)(6)]
Sent: Tuesday, August 18, 2015 8:48 PM
To: (b)(6) [.com](#)
Subject: Snow Melter

Mr Cooper,

Rest assured we have found ample supply of the snow melter. Waiting for the darn containers, then waiting for the rig to arrive in time for the winter just seems such a big waste of time. LOL

I have to tell you I'm a little annoyed that you would not think of me first when the WPM group was forming. You know my ability to inspire a group to over achieve is something that's very natural to me.

Anyhow, I love the project currently in place. Really Really love it. I can see you totally being in your element with running the marketing. When a visitor comes to your website its like they have entered Buckingham Palace.

They are overwhelmed by the complexity of the operation and the grandeur nature of your business. There is nobody better than you when it comes to earning a customers trust.

You can feel your enthusiasm and see your excruciating attention to detail. It's like a game of chess. You are clearly in a comfort zone. Anyway, there is room for expansion to a level that even you can't clearly put your hands on now. What we need to do is to get you to the next stage. While you are the king of driving traffic to the site, your selection of a sales staff is short of horrendous. You are missing the conversions. That is what I can provide. Yes, I can duplicate this operation, but is that really what you

need? Competition? In reading the reviews it seems you already have a couple thorns in your side. Do you need more? Or a partnership with someone who can convert sales and make the dollars roll in over and over again. I have a place at (b)(6) on (b)(6) I would like to meet with you ASAP to work out the details at their world class spa. Our rabbis are great friends and can iron out any details we may miss. Looking forward to your response... I can be reached at any time at (b)(6)

Couple of things that I found online that were a bit concerning to me:

<http://globalresourcebroker.com/world-patent-marketing-review/>

<http://www.theguardian.com/money/2013/jan/26/fake-reviews-plague-consumer-websites>

<http://www.complaintsbureau.com/customerlobby-com-fake-reviews-reporting-site-1766.html>

<http://www.sitejabber.com/reviews/www.consumeraffairs.com>

We want to make sure these never make it to page 1...or all trust is gone

From: Matthew Whitaker
To: scott@worldpatentmarketing.com
Subject: Fwd: New message via your website, from (b)(6).con
Date: Thursday, September 08, 2016 6:54:45 PM

Just forwarding this along. I hope all is well. MGW

----- Original message -----

From: info@factdc.org
Date: 9/8/16 3:41 PM (GMT-06:00)
To: Matthew Whitaker <mwhitaker@whgllp.com>
Subject: FWD: New message via your website, from (b)(6).con

This message is not FACT related, but for you.

----- Original Message -----

Subject: New message via your website, from (b)(6).con
From: no-reply@parastorage.com
Date: 9/7/16 2:07 pm
To: info@factdc.org

You have a new message:

Via: <http://www.factdc.org/>

Message Details:

Name (b)(6)

Subject world patent marketing

Message Dear Matthew can you get a message to scoot cooper you are on his advisory board but what you don't know is how many people were scammed by him and how fraudulent they are and how much money they robbed from people I am not happy and would love to meet him in person and show him how upset I am if I was aloud in you country I would find him myself so tell him to find me it would make so happy to drop kick his f#*king head in and tell him he is a little bitch and this is one person who is not scared of him God and the devil would quiver in fear of me and what I would do to him if I ever get my hands on him no disrespect to you have a good day thank you

Email (b)(6).con

Sent on: 7 September, 2016

Thank you!

From: Matthew Whitaker
To: scott@worldpatentmarketing.com
Subject: Fwd: World Patent Marketing
Date: Tuesday, August 25, 2015 3:12:13 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)

----- Original message -----

From: (b)(6) <(b)(6)@com>
Date: 8/25/2015 1:40 PM (GMT-06:00)
To: Matthew Whitaker <mwhitaker@whgllp.com>
Subject: Re: World Patent Marketing

what are the qualifications to get on the advisory board of WPM?
Do not email me again with your scare tactics. I a former United States attorney for the southern district of Brooklyn New York.

So stop with your bull shit emails..

You are party too a scam that is driving allot of traffic to WPM site.. You will be exposed... I hope I make myself clear Mr. Whitaker.

-----Original Message-----

From: Matthew Whitaker <mwhitaker@whgllp.com>
To: (b)(6) <(b)(6)@com>
Cc: scott (scott@worldpatentmarketing.com) <scott@worldpatentmarketing.com>
Sent: Fri, Aug 21, 2015 12:58 pm
Subject: World Patent Marketing

(b)(6)

Scott forwarded me your emails and I am concerned about what you are trying to communicate to Scott Cooper and WPM.

I am a former United States Attorney for the Southern District of Iowa and I also serve on World Patent Marketing's Advisory Board.
Your emails and message from today seem to be an apparent attempt at possible blackmail or extortion. You also mentioned filing a complaint with the Better Business Bureau and to smear World Patent Marketing's reputation online. I am assuming you understand that there could be serious civil and criminal consequences for you if that is in fact what you and your "group" are doing.

I am familiar with your background and your history with Scott. Understand that we take threats like this quite seriously.
Perhaps you can email me and specifically explain to me exactly what your intentions are with regards to World Patent Marketing so I can respond accordingly.
I can be reached at this email address.

Please conduct yourself accordingly.

Regards, MW

WHG email sig logo



Matthew G. Whitaker

WHITAKER HAGENOW & GUSTOFF LLP

Counselors and Attorneys at Law

521 East Locust St., Suite 302

Des Moines, IA 50309-2017

Phone: 515.868.0210

E-Mail: mwhitaker@whgllp.com

Connect with me on:



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From: Scott Cooper
To: abuse@ccihosting.com; sales@ccihosting.com
Cc: [Matthew Whitaker](#); [Bernard Egozi](#)
Subject: globalresourcebroker.com
Date: Monday, May 18, 2015 9:39:33 PM
Attachments: [image001.jpg](#)
Importance: High

Hello

I need your help.

A website you are currently hosting called globalresourcebroker.com is engaged in a smear campaign against my company and others in the industry. The company has no real business operations and uses this site for the sole purpose of disseminating false information about my company and competitors.

We have sued this company in Federal Court and they quickly moved their domain out of the country to Panama to avoid being shut down.

I have prominent politicians that sit on my board of directors, including Former United States Attorney and United States Senate Candidate Matthew G. Whitaker. This is creating an embarrassing situation for them and myself.

Global Resource is controlled by two men named Adam Russell and Mohammed Assaf born in Jordan. He goes by several fake names in the United States including George Montana and Rick Blake.

I respectfully request that you strongly reconsider supporting this person by hosting his website or other web properties.

I am happy to provide you with additional information regarding this individual's past.

Please do not hesitate to contact me should you require further information.

Thank you

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax

signature_default new (Scott Cooper's conflicted copy 2015-01-25)



From: Matthew Whitaker
Subject: Re:
Date: Monday, November 17, 2014 7:53:27 PM
Attachments: [image001.jpg](#)
[ATT00001.png](#)

Sure

On Nov 17, 2014 6:22 PM, scott <scott@worldpatentmarketing.com> wrote:
Hey Matt

Any interest in appearing in a national television commercial for us on CNN? We can work out compensation later...

Scott Cooper

President

305-330-9199 Direct

305-503-5458 Fax

signature_default new



1100 Main Street, Suite 2700

Kansas City, MO 64105

phone:

fax:

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From: Matthew Whitaker
Subject: RE: Advisory Board Agreement (with requested updates on Exhibit A and address change)
Date: Thursday, October 16, 2014 5:06:40 PM
Attachments: [image001.png](#)
[image002.gif](#)
[image003.gif](#)
[image004.gif](#)

Quad City Bank & Trust Company

ABA: (b)(6)

For Credit to: State Savings Bank

ABA: (b)(6)

For Further Credit to: Matthew G. Whitaker PC Account

Account #: (b)(6)

On Oct 16, 2014 3:33 PM, scott <scott@worldpatentmarketing.com> wrote:
Need wire info

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Thursday, October 16, 2014 3:39 PM
To: scott
Subject: RE: Advisory Board Agreement (with requested updates on Exhibit A and address change)

Bio (resume attached):

Matthew G. Whitaker is an attorney and entrepreneur. In addition to owning a handful of successful companies in the health, life-care and real estate industries, Mr. Whitaker served for more than five years as the United States Attorney for the Southern District of Iowa. During his tenure in the U.S. Attorney's office, Matt protected law-abiding citizens and their hard earned tax-dollars from fraud. He prosecuted cases in important areas such as national security, immigration, income tax and firearms.

Matt has built a life on hard work and free enterprise. Matt graduated from the University of Iowa in less than four years. He was a member of the last Hawkeye Rose Bowl football team where he was an Academic All-American and earned his MBA and law degrees at Iowa.

WHG email sig logo



Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

Connect with me on:



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From: scott [<mailto:scott@worldpatentmarketing.com>]
Sent: Thursday, October 16, 2014 2:21 PM
To: Matthew Whitaker
Subject: Re: Advisory Board Agreement (with requested updates on Exhibit A and address change)

Do you have press kit you can send me?

Sent from my iPhone

On Oct 16, 2014, at 2:49 PM, Matthew Whitaker <mwhitaker@whgllp.com> wrote:

Signed agreement attached. Please send me the fully executed one when available. I look forward to this very much. Best regards, MW

<image001.png>

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

Connect with me on:

[<image002.gif>](#)[<image003.gif>](#)[<image004.gif>](#)

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From: scott [<mailto:scott@worldpatentmarketing.com>]
Sent: Thursday, October 16, 2014 11:42 AM
To: mwhitaker@gbmglaw.com
Subject: Advisory Board Agreement (with requested updates on Exhibit A and address change)

I'll keep you posted on Miami Beach meeting – still putting together the rest of the advisory board

<image005.png>

1100 Main Street, Suite 2700

Kansas City, MO 64105

phone:

fax:

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Disclosure: To ensure compliance with requirements imposed by the IRS, we inform you that any U.S. federal tax advice contained in this communication (including any attachments) is not intended or written to be used, and cannot be used, for the purpose of (i) avoiding penalties under the Internal Revenue Code or (ii) promoting, marketing, or recommending to another party any transaction or matter addressed herein.

<20141016134303.pdf>

On Oct 16, 2014, at 2:49 PM, Matthew Whitaker <mwhitaker@whgllp.com> wrote:

Signed agreement attached. Please send me the fully executed one when available. I look forward to this very much. Best regards, MW

<image001.png>

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

Connect with me on:

[<image002.gif>](#)[<image003.gif>](#)[<image004.gif>](#)

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From: scott [<mailto:scott@worldpatentmarketing.com>]

Sent: Thursday, October 16, 2014 11:42 AM

To: mwhitaker@gbmgllaw.com

Subject: Advisory Board Agreement (with requested updates on Exhibit A and address change)

I'll keep you posted on Miami Beach meeting – still putting together the rest of the advisory board

<image005.png>

1100 Main Street, Suite 2700
Kansas City, MO 64105
phone:
fax:

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<20141016134303.pdf>

To: "scott"
From: Matthew Whitaker
Sent: Wed 10/15/2014 8:14:03 PM
Subject: RE: Advisory Board

Yes, I am interested.

WHITAKER HAGENOW & GUSTOFF LLP

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

Connect with me on:



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From: scott [<mailto:scott@worldpatentmarketing.com>]
Sent: Wednesday, October 15, 2014 2:21 PM
To: mwhitaker@gbmgllaw.com
Subject: Advisory Board

Hey Matt

I spoke to my partner

We would like to invite you to join our Advisory Board.

WPM would pay \$1,875 per quarter (starting this 4th quarter) and we will fly you down to Miami Beach once per year for a board meeting.

We would also look to you for counsel on any regulatory issues.

Please let me know asap if you are interested. We are in the process of assembling this board so it was a timely conversation this morning.

Thanks

Scott



FTC-18-0836-A-000034

Kansas City, MO 64105

phone:

fax:

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From: Dawn DWLC
To: [Scott Cooper](#)
Cc: mwhitaker@whgllp.com
Subject: RE: (b)(6)
Date: Friday, December 18, 2015 2:48:04 PM
Attachments: [~WRD000.jpg](#)
[2015 12 18 Correspondence - DWLC to Scott Cooper.pdf](#)
Importance: High

Please find correspondence attached.

Dawn Wattie

Dawn Wattie Law Corporation
2-15621 Marine Drive
White Rock, BC V4B 1E1
Email: dawn.lawyer@dwlc.ca
Office: 604-385-DWLC [3952]
Website: www.DWLC.ca

Confidential Notice: This email and all attachments are meant for the addressees only and may contain legally privileged information. Any copying, reproduction or redistribution of this email and attachments without written consent of the sender is strictly prohibited. Disclosure of this email and or attachments to anyone other than the addressees does not constitute waiver of privilege. In the event that you receive this email and or attachment(s) in error, please notify the sender immediately and remove this email and or attachment(s) from your system without retaining any copies thereof. Thank you in advance for your cooperation.

From: Scott Cooper [<mailto:scott@worldpatentmarketing.com>]
Sent: December 17, 2015 1:10 PM
To: DWLC Info
Cc: mwhitaker@whgllp.com
Subject: (b)(6)
Importance: High

Dawn

I was forwarded this information from (b)(6) regarding our mutual client (b)(6). She indicated you were making threats and accusations about my company. As you can imagine, I take such matters very seriously.

Attached are receipts of two filed utility patents which your letter claims do not exist. We seem to have lost communication with our client due to your interference.

Please help me understand what the problem is so I can help.

I have copied my board member and Former US Attorney, Matthew Whitaker, on this email. Please communicate directly with the two of us on this matter.

I look forward to hearing from you.

Scott J. Cooper
CEO and Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 fax

scott@worldpatentmarketing.com



CONNECT WITH US:



December 18, 2015

BY EMAIL
(Original by Mail)

World Patent Marketing
1690 Meridan Ave, Ste 600
Miami Beach, FL 33139

“WITHOUT PREJUDICE”

Desa Industries Inc.
228 Park Avenue South, Suite 35052
New York, New York 10003

Attention: Scott Cooper, CEO

Dear Mr. Cooper:

Re: (b)(6)

Further to your email of December 17, 2015, our client, (b)(6) is not satisfied with the services provided by Desa Industries Inc., dba World Patent Marketing and no longer wishes to communicate with you in any manner. As a result, you are to cease attempting to communicate with (b)(6) and all future communications are to be sent to the undersigned.

By letter dated December 14, 2015, we filed a formal complaint with World Patent Market regarding the services provided to date and requested a refund. Notwithstanding the request not to communicate directly with our client, representatives of World Patent Marketing have continued to attempt to communicate.

Effective immediately, our client is revoking the Power of Attorney granted to World Patent Marketing regarding any patent applications that have been filed today.

We are requesting (b)(6)
(b)(6) These may be provided in electronic form. The documents sent by you yesterday are informal documents reflecting the filing of applications and raise questions about whether these applications have been properly filed and appropriate fees paid accordingly. It is also clear that one of the two applications were filed following our letter of complaint and the other application filed shortly before the letter of complaint.

As indicated in our earlier correspondence and in discussion with your representative by telephone, our client is seeking a refund of all funds paid to date.

If the filed patent applications and such refund are not provided by December 28, 2015 to our offices, we have instructions to initial formal action against Desa Industries Inc. dba World Patent Marketing including filing complaints with all appropriate regulatory authorities.

Yours truly,



Dawn Wattie Law Corporation
per: Dawn Wattie

cc. client

From: Scott Cooper
To: [Cheetah's Pace](#)
Cc: [Bernard Egozi](#); [Matthew Whitaker](#)
Subject: RE: Done deal
Date: Friday, August 14, 2015 3:30:59 PM

I have copied my corporate counsel Bernie Egozi and Former US Attorney Matt Whitaker who happens to sit on my advisory board on this email because frankly I am a little confused by your behavior and it sounds like you are trying to blackmail me for something.

I don't understand – you do not want a refund of your balance and you do not want a credit? Our team did a lot of work on your project – I am not trying to keep any of your money. What is this about?

Are you really trying to blackmail me in writing that if I don't give you a check you are going to file complaints to regulatory agencies? I have never seen anybody put that in writing before.

And then you are threatening to slander our company on the internet?

We are not an invention promotion company – we are a manufacturer of patented products – those questions are meant for invention promotion companies.

I don't really understand what you are talking about with regards to attorney fees. I don't know exactly what that means.

I am happy to discuss this matter with you again and address all these issues. I am overseas but I can still be reached on 305-330-9199 if you would like to discuss.

Scott J. Cooper
CEO and Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Cheetah's Pace [mailto:[\(b\)\(6\)@gmail.com](#)]
Sent: Friday, August 14, 2015 1:00 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Done deal

alright mr Scott I guess none of us agreed which it fine at least we talked about it like adults.

But now ill just start filling my complaints to the USPTO,FTC and state attorney general.

What justifies my complaints is

1. We haven't completed the work yet and I won't sign the last paper work required therefore I'm in titled to the Money because we can just be stuck in the middle.

2. Your company didn't do proper research work to find my competition, I had to do my own research through Google.

3.your company claim that they provide every service except the 10.9k for the patent attorney that you took from me, now you're claiming you lost money???

4. It is required by law that an invention company provide answers to these questions which your company didn't

how many inventions it has evaluated?

how many of those inventions got positive or negative evaluations?

its total number of customers?

how many of those customers received a net profit from the promoter's services?

how many of those customers have licensed their inventions due to the promoter's service?

And I Will also write a review on google and (better business bureau) and any review websites that your company is affiliated with showing a picture of your email how it makes no sense that you offer me 20k worth of work and an extra free research for the 10k that I spent which makes no sense at all because you will be losing MORE money doing that then just simply giving me my money back. Which means that you guys make profit of our money and not what your company claims that "world patent marketing makes money when the inventor make money"

I will do what ever it takes.

Thank you, and have a nice day

(b)(6)

From: [REDACTED]
To: [Scott Cooper](#)
Subject: RE: News from World Patent Marketing
Date: Monday, April 06, 2015 1:22:25 PM

No reason?

Well, ANY straight answers would make it easier to move on to other projects for myself and the help I get from an advisory consultant investigating for me.

The data we have collected from interviewing and getting statements from your previous clients now shows a trend of how your income side of the balance sheet might look. Still would like to see the "books" (I know, no way). Additionally would still like data on success rates. And working hard to corner Matt or other members of the "advisory board" we were able to put names to.

A little help could clear things up quickly. Just routine due diligence investigating.

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 18:33:29 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6).com

Sorry - I don't see any reason to give that information out

Scott J. Cooper
CEO & Creative Director

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Sent from my iPhone

On Apr 2, 2015, at 5:49 PM, rod mael <rodmael@hotmail.com> wrote:

Can I have the contact information for your attorneys?

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 17:38:58 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6).com

I understand your position

Our advisory board did not sign on to take these type of inquiries as I am sure you can understand

We do the right thing here - it sounds like that is not what you want to hear but it's the truth

All of our customers that pay for patent searches get them
All of our customers that pay for patents get their patents filed
We do not charge any upfront fees for any marketing services

One of the issues with invention promotion is providing inventors with unrealistic expectations about the kind of success they can expect

I actually published an article a few weeks ago explaining how most inventions fail and why marketing companies can not change that

I will email you that as well

Again, I am not sure what your motive is in your "investigation" but please understand using words like that insinuate that something unlawful is occurring and that certainly hits a nerve.

Our attorneys have reviewed the act and I am comfortable that we are in full compliance with the letter and spirit of the law.

Scott J. Cooper
CEO & Creative Director

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Sent from my iPhone

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Well, maybe we just disagree on a few key points. (or many)

1. Invention promotion seems to be a key selling point by your "product managers" . The case history of the act makes it very difficult to escape classification by mincing words and definitions of "promotion". But again, maybe we just disagree. Further investigation and clarification may eliminate concerns.

2. We probably just disagree on the "suspicious" business practices issue which requires further due diligence. The zeal for "privacy" appears to my staff advisors to be extremely suspicious. Particularly on relatively innocuous inquiries about who is on the advisory board (we have been able to find some other names to follow up on), how many applications have you successfully taken through your entire process, and refusal to answer ANY substantive preliminary data questions.

Again, it might just be a case of disagreement.

(b)(6)



From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 16:40:07 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6) [com](#)

Fair point -

There are exceptions to the act - we try to stay as far away from "invention promotion" that we can - you definitely did hit a nerve

We are a private company and we choose not to release private information

Not sure what is so suspicious about that

Scott J. Cooper
CEO & Creative Director

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Sent from my iPhone

On Apr 2, 2015, at 4:32 PM, (b)(6) [com](#) wrote:

I am a Registered Legislative Lobbyist VERY familiar with the law.

Aside from the law it is suspicious NOT to answer simple questions about WHO is connected with the company (no reason to be "confidential" other than fear of unlawful activities). Or to answer ANY questions about success rate or what specifically you claim to have "unveiled" at a conference that seems to indicate WPM possibly just attended. The number of fairly routine, simple questions that get an "I don't know" or refusal to answer is astounding. So further assistance with due diligence investigations will be sought from public and private agencies.

"baseless" is actually funny. I have a lot of data collected from numerous sources including phone recordings (with permission) with your representatives, incorporation papers by "Juan Ramirez" in Florida and other documentation in process of being collated.

I don't know what "claim" I have made as yet, (I don't have a claim as yet) but it looks like I touched a tender spot that might have angered you. Sorry.

I don't need any further action on your offer "Is there anything else I can help you with? "

I will continue to do what I do on a daily basis when working on legislative issues. Gather data. I am sorry you could not assist. Hoping that a phone visit or in person visit with Matt Whitaker will clear up any areas of uncertainty.

Thank you for your time.

(b)(6)

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 15:24:29 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6) [com](#)

You are not familiar with the act in its entirety- I would suggest you read the entire act before making baseless libelous claims

Scott J. Cooper
CEO & Creative Director

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Sent from my iPhone

On Apr 2, 2015, at 3:15 PM, (b)(6) [com](#) wrote:

well there's nothing else you can help me with because you have not been any help at all. by the services you offer you do fall under the inventors Protection act of 1999. irrespective of that, refusal to give out even simple due diligence data about your company and its claim successes, demands higher levels of investigation. I will move on.

Sent from my Verizon Wireless 4G LTE smartphone

----- Original message -----

From: Scott Cooper <scott@worldpatentmarketing.com>
Date: 04/02/2015 11:44 AM (GMT-08:00)
To: (b)(6) [com](#)>
Subject: Re: News from World Patent Marketing

We don't give out contact information of our advisory board
We don't provide financial information
We are not an invention promotion company - those are disclosures required by invention promotion companies -

Is there anything else I can help you with?

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600

Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 2:30 PM, (b)(6) <(b)(6)@com> wrote:

"all?"

Due diligence.

Will you provide the answers?

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 14:04:17 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6) <(b)(6)@com>

Why are you asking all of this?

Scott J. Cooper
CEO & Creative Director

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On Apr 2, 2015, at 1:44 PM, (b)(6) <(b)(6)@com> wrote:

Additionally, as many answers as you can give me to the following questions:

*List of board of directors of the Corporation (so far Florida has legally listed Juan A Rivera as sole President and Secretary) I need more specifics about Juan and other Corporate officers (data)?

*Copy of Corporation Financial data (Annual Report? Sources of Income and debt, etc?

*List of "Advisory Board Members" and their contact information?

*Verifiable data to back up claim of "fastest growing" "number one" ?

*Per American Inventors Protection act of 1999 it is required by law that companies collecting money to assist/ promote (as in trade shows) inventors as WPM does to provide in writing:

- Total number of inventions evaluated by the promoter in the past 5 years.
- The number of these inventions which received positive and negative evaluations.
- The number of customers who contracted with the promoter over the last 5 years.
- The total number of these customers who received a net financial profit as a direct result of the promotion services by the promoter.
- The total number of customers who have received license agreements for their inventions as a direct result of the promotion services by the promoter.
- The names and addresses of all previous invention promotion firms with which the invention promoter or its officers have been affiliated for the last 10 years.

Much appreciated,

(b)(6)

From: scott@worldpatentmarketing.com

Date: Thu, 2 Apr 2015 13:28:20 -0400

Subject: Re: News from World Patent Marketing

To: (b)(6)@com

(b)(6)

I meant to reach out to you

I understand you left a message for Matt Whitaker

What is it I can help you with?

Scott J. Cooper
CEO & Creative Director

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1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 1:23 PM, rod mael

<(b)(6)@com> wrote:

This says WPM "attended" and then talks about "opportunities". What specific "Unveils Its Cutting Edge Printing Inventions" took place?

Date: Thu, 2 Apr 2015 11:57:54 -0400

From: publicity@worldpatentmarketing.com

To: [REDACTED]@worldpatentmarketing.com

Subject: News from World Patent Marketing

CC:

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.



World Patent Marketing

Press Release

World Patent Marketing Unveils Its Cutting Edge Printing Inventions During the Graphics of the Americas Trade Show at the Miami Beach Convention Center

As printing inventions rapidly evolve to drive the graphics industry, World Patent Marketing develops new innovations and technologies to help shape the future and change the world.

New York, New York - March 18, 2015 -

[World Patent Marketing](#), the world's fastest growing vertically integrated patented product development company, attended the Graphics of the Americas Trade Show on February 28, 2015 at the Miami Beach Convention Center in Miami Beach, FL. Graphics of the Americas (GOA) proudly celebrated it's 40th year as the premier event for the graphic communications industry and printing inventions in North America, South America, Central America and the Caribbean.

"We are forecasting that the global print market will reach \$1 trillion by 2018," said Scott J. Cooper, CEO and Creative Director of World Patent Marketing, "With digital printing and social networking continuing to take a higher share of the market, customers are going to continue to demand the latest technologies. The profit opportunity in this area is limitless for those that remain on the cutting edge."

Visitors experienced over 400 brands in the Expo and over 50 seminars in English and Spanish. With a 40-year proven track record, GOA is the biggest show of printing inventions in the United States for the Latin American and Southeastern U.S. markets. Over 8,000 graphic communications professionals from over 80 countries attended GOA in 2014. World Patent Marketing took advantage of the opportunity to reach new customers and prospects face-to-face by exhibiting at GOA.

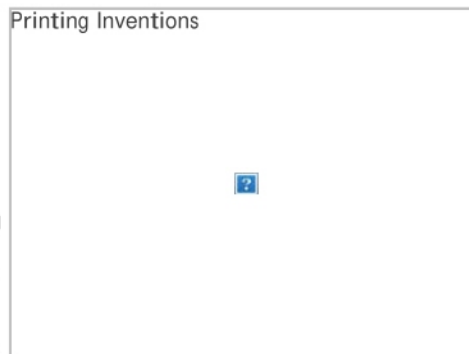
GOA offers a blended expo of printing inventions and a conference like no other. With show floor activities and an educational program for everyone, GOA attracts professionals from all industry segments including, but not limited to: commercial printers; digital printers; flexo/label printers & images; wide format printers & images; advertising/marketing professionals; graphic designers/creative professionals; screen printers; packaging printers & converters; direct-to-substrate printers & decorators; specialty printers; sign printers; book printers/publishers; bindery/converting professionals; mailing/fulfillment professionals; print/media buyers; and other printing inventions.

The show at the Miami Convention Center was fertile ground for aspiring inventors and entrepreneurs. World Patent Marketing was on hand to help its new and prospective customers navigate all the technical and legal patent issues presented.

[About World Patent Marketing](#)

[World Patent Marketing](#) is the world's only vertically integrated patented product development company. The company offers patent prosecution, licensing, trading, investment and manufacturing services to inventors, law firms and venture capital-backed companies. The company is well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, China Patents, manufacturing, licensing and more. World Patent Marketing has received positive reviews for being

Printing Inventions



a very outspoken critic of inventors' patent troll complaints and has declared war on Patent Troll Scams as the U.S. Congress reconsiders the Anti-Patent Troll Law. "World Patent Marketing will not allow its clients' success to be jeopardized by a complaint from a patent troll ripoff scam," according to Scott Cooper, CEO and Creative Director of World Patent Marketing. World Patent Marketing employs and contracts with over 350 people across four continents.

[World Patent Marketing](#) Achievements

[World Patent Marketing](#) is the only patent assistance company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby, [ResellerRatings.com](#) and [My3cents.com](#). World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.

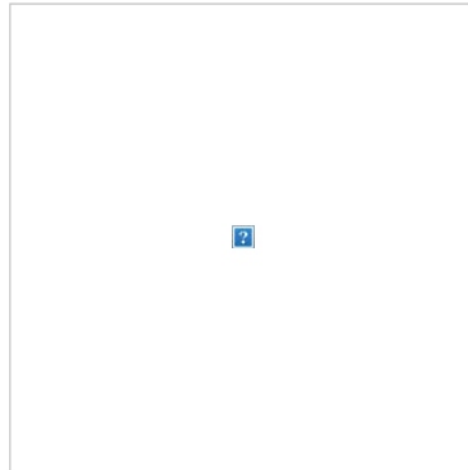
World Patent Marketing
Scott J. Cooper, CEO
and Creative Director

World Patent Marketing Advisory Board
Matthew G. Whitaker, Former Iowa US
Attorney and US Senate Candidate

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The History Channel and Newswatch Feature World Patent Marketing on January 29, 2015

[china surpasses united states](#)



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World Patent Marketing | 1680 Meridian Avenue | Suite
600 | Miami Beach | FL | 33139

(b)(6)

From: [REDACTED]
To: [Scott Cooper](#)
Subject: RE: News from World Patent Marketing
Date: Thursday, April 02, 2015 6:47:50 PM

REALLY? More suspicious than ever. What a company.

ok. I will move on to Omar and others.

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 18:33:29 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6)

Sorry - I don't see any reason to give that information out

Scott J. Cooper
CEO & Creative Director

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Sent from my Verizon Wireless 4G LTE smartphone

----- Original message -----

From: Scott Cooper <scott@worldpatentmarketing.com>
Date: 04/02/2015 11:44 AM (GMT-08:00)
To: (b)(6) <[REDACTED]@[REDACTED].com>
Subject: Re: News from World Patent Marketing

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Is there anything else I can help you with?

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Sent from my iPhone

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"all?"

Due diligence.

Will you provide the answers?

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Date: Thu, 2 Apr 2015 14:04:17 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6) <(b)(6)@worldpatentmarketing.com>

Why are you asking all of this?

Scott J. Cooper
CEO & Creative Director

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- The names and addresses of all previous invention promotion firms with which the invention promoter or its officers have been affiliated for the last 10 years.

(b)(6)

Much appreciated,

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 13:28:20 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6) [com](#)

(b)(6)

I meant to reach out to you

I understand you left a message for Matt Whitaker

What is it I can help you with?

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 1:23 PM, (b)(6)
(b)(6) [com](#) wrote:

This says WPM "attended" and then talks about "opportunities". What specific "Unveils Its Cutting Edge Printing Inventions" took place?

Date: Thu, 2 Apr 2015 11:57:54 -0400
From: publicity@worldpatentmarketing.com
To: rodmael@hotmail.com
Subject: News from World Patent Marketing
CC:

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.

To: scott (scott@worldpatentmarketing.com)[scott@worldpatentmarketing.com]
From: Matthew Whitaker
Sent: Thur 4/2/2015 6:46:32 PM
Subject: FW: Voice message from (b)(6) Duplicate
[message.wav](#)

This gentleman called me again. FYI

WHITAKER HAGENOW & GUSTOFF LLP

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

Connect with me on:



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From: tel: Duplicate [mailto:non-mail-user@internetsolver.com]
Sent: Thursday, April 02, 2015 1:42 PM
To: Matt Whitaker
Subject: Fwd: Voice message from Duplicate Duplicate

The attached message was recently left in your voicemail account for Duplicate We are sending you this email because you have asked for your messages to be forwarded to this address.

From: Matthew Whitaker
Subject: RE: world patent marketing
Date: Tuesday, December 02, 2014 11:31:14 AM

<http://youtu.be/QycwIX31scg>

<http://youtu.be/QZIAOnDyovE>

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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-----Original Message-----

From: scott [<mailto:scott@worldpatentmarketing.com>]
Sent: Tuesday, December 02, 2014 10:24 AM
To: Matthew Whitaker
Subject: RE: world patent marketing

Let me talk to my partner - ill do the best I could for you

Do you have any videos you could send me of when you were on tv?

-----Original Message-----

From: Matthew Whitaker [<mailto:mwhitaker@whgllp.com>]
Sent: Tuesday, December 2, 2014 11:21 AM
To: scott
Subject: RE: world patent marketing

I do not have a dollar amount in mind. What does talent of my type usually demand?

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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-----Original Message-----

From: scott [<mailto:scott@worldpatentmarketing.com>]
Sent: Tuesday, December 02, 2014 10:17 AM
To: Matthew Whitaker
Subject: RE: world patent marketing

Lol - never expected that - Better you don't respond or he'll never leave you alone - I will take care of it

By the way, I just received some sample scripts for our tv commercial - I have to convince my partner but do you have a dollar amount in mind to appear? It will be a 60 second and a 15 second clip - I think it could be good for you since our commercials are going to air on CNN -

Our business is expanding so you might get some good visibility nationally

-----Original Message-----

From: Matthew Whitaker [<mailto:mwhitaker@whgllp.com>]
Sent: Tuesday, December 2, 2014 11:07 AM
To: scott
Subject: FW: world patent marketing

Fyi, I don't plan to respond, unless you want me to. MW

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017

Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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-----Original Message-----

From: (b)(6) [redacted]@com]
Sent: Tuesday, December 02, 2014 9:35 AM
To: Matthew Whitaker
Subject: world patent marketing

Hi Mr. whitaker

I'm working with 'WORLD PATENT MARKETING' . I submitted my product to them for patent about 2 mounth ago. I want to know do yo Accridited their business and you cooperate with them ?

<http://finance.yahoo.com/news/former-republican-candidate-united-states-173400896.html>

Best regards

(b)(6) [redacted]

From: Matthew Whitaker
Subject: RE: Advisory Board Agreement (with requested updates on Exhibit A and address change)
Date: Thursday, October 16, 2014 3:38:51 PM
Attachments: [image001.png](#)
[image002.gif](#)
[image003.gif](#)
[image004.gif](#)
[Matt Whitaker Resume.pdf](#)

To: "scott"
From: Matthew Whitaker
Sent: Thur 10/16/2014 6:49:34 PM
Subject: RE: Advisory Board Agreement (with requested updates on Exhibit A and address change)
[20141016134303.pdf](#)

Signed agreement attached. Please send me the fully executed one when available. I look forward to this very much. Best regards, MW

WHITAKER HAGENOW & GUSTOFF LLP

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

Connect with me on:



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From: scott [<mailto:scott@worldpatentmarketing.com>]
Sent: Thursday, October 16, 2014 11:42 AM
To: mwhitaker@gbmglaw.com
Subject: Advisory Board Agreement (with requested updates on Exhibit A and address change)

I'll keep you posted on Miami Beach meeting – still putting together the rest of the advisory board



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To: Eric Creizman[ecreiz@creizmanllc.com]
From: Scott Cooper
Sent: Sat 10/3/2015 1:14:10 AM
Subject: RE: EMAIL #8

Do u have any nude photos for the web site? I already have one of michal...

I'll send you a proposed press release and quote and advisory page – nothing will go up without your approval...

We get a lot of coverage...more then you are probably used to...

Anytime I am quoted, it gets printed in over 200 news properties, yahoo finance, etc....

Scott J. Cooper
CEO and Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Eric Creizman [mailto:ecreiz@creizmanllc.com]
Sent: Friday, October 02, 2015 9:02 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: EMAIL #8

Okay. I'm in and I'm honored. Thanks.

Sent from my iPhone
Eric M. Creizman
Attorney at Law
Creizman LLC
565 Fifth Avenue, Fl. 7
New York, New York 10017
T: (212) 972-0200
F: (646) 200-5022

www.creizmanllc.com
On Oct 2, 2015, at 8:33 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

<http://creizmanllc.com/archives/1735>

let me put you on my advisory board

you will get a ton of press – you'll love it...

<https://worldpatentmarketing.com/advisoryboard>

no liability – you are simply an advisor...

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Eric M Creizman [mailto:ecreiz@creizmanllc.com]
Sent: Tuesday, August 25, 2015 9:58 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: EMAIL #8

This guy is a major idiot. Not sure I understand everything pertinent here. Give me a call so we can take action.

Sent from my iPad

On Aug 25, 2015, at 9:48 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Tuesday, August 25, 2015 3:12 PM
To: scott@worldpatentmarketing.com
Subject: Fwd: World Patent Marketing

----- Original message -----

From: (b)(6) <[\[REDACTED\]@worldpatentmarketing.com](mailto:(b)(6)@worldpatentmarketing.com)>
Date: 8/25/2015 1:40 PM (GMT-06:00)
To: Matthew Whitaker <mwhitaker@whgllp.com>
Subject: Re: World Patent Marketing

what are the qualifications to get on the advisory board of WPM?
Do not email me again with your scare tactics. I a former United States attorney for the southern district of Brooklyn New York.

So stop with your bull shit emails..

You are party too a scam that is driving allot of traffic to WPM site.. You will be exposed... I hope I make myself clear Mr. Whitaker.

-----Original Message-----

From: Matthew Whitaker <mwhitaker@whgllp.com>
To: (b)(6) <[\[REDACTED\]@worldpatentmarketing.com](mailto:(b)(6)@worldpatentmarketing.com)>
Cc: scott (scott@worldpatentmarketing.com) <scott@worldpatentmarketing.com>
Sent: Fri, Aug 21, 2015 12:58 pm
Subject: World Patent Marketing

(b)(6)
Scott forwarded me your emails and I am concerned about what you are trying to communicate to Scott Cooper and WPM.

I am a former United States Attorney for the Southern District of Iowa and I also serve on World Patent Marketing's Advisory Board.
Your emails and message from today seem to be an apparent attempt at possible blackmail or extortion. You also mentioned filing a complaint with the Better Business Bureau and to smear World Patent Marketing's reputation online. I am assuming you understand that there could be serious civil and criminal consequences for you if that is in fact what you and your "group" are doing.

I am familiar with your background and your history with Scott. Understand that we take threats like this quite seriously.

Perhaps you can email me and specifically explain to me exactly what your intentions are with regards to World Patent Marketing so I can respond accordingly.

FTC-18-0836-A-000064

I can be reached at this email address.

Please conduct yourself accordingly.

Regards, MW

<image001.png>

Matthew G. Whitaker

WHITAKER HAGENOW & GUSTOFF LLP

Counselors and Attorneys at Law

521 East Locust St., Suite 302

Des Moines, IA 50309-2017

Phone: 515.868.0210

E-Mail: mwhitaker@whgllp.com

Connect with me on:



<image002.png>



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CONNECT WITH US:

CONNECT WITH US:

To: Scott Cooper[scott@worldpatentmarketing.com]
From: Matthew Whitaker
Sent: Thur 4/2/2015 9:45:15 PM
Subject: RE: News from World Patent Marketing

(b)(6)

(b)(6) COM

Listed as a lobbyist in State of Washington. Says he lobbies for himself since 1/6/2015

WHITAKER HAGENOW & GUSTOFF LLP

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: Thursday, April 02, 2015 3:50 PM
To: Matthew Whitaker
Subject: Fwd: News from World Patent Marketing

Can figure out if this guy is an actual lunatic inventor or sent by the competitor i just sued


He makes me uncomfortable

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone
Begin forwarded message:

 **From:** Scott Cooper <scott@worldpatentmarketing.com>
Date: April 2, 2015 at 4:40:07 PM EDT

FTC-18-0836-A-000067

To: (b)(6) <(b)(6).com>
Subject: Re: News from World Patent Marketing

Fair point -

There are exceptions to the act - we try to stay as far away from "invention promotion" that we can - you definitely did hit a nerve

We are a private company and we choose not to release private information

Not sure what is so suspicious about that
Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone
On Apr 2, 2015, at 4:32 PM, (b)(6) <(b)(6).com> wrote:

I am a Registered Legislative Lobbyist VERY familiar with the law.

Aside from the law it is suspicious NOT to answer simple questions about WHO is connected with the company (no reason to be "confidential" other than fear of unlawful activities). Or to answer ANY questions about success rate or what specifically you claim to have "unveiled" at a conference that seems to indicate WPM possibly just attended. The number of fairly routine, simple questions that get an "I don't know" or refusal to answer is astounding. So further assistance with due diligence investigations will be sought from public and private agencies.

"baseless" is actually funny. I have a lot of data collected from numerous sources including phone recordings (with permission) with your representatives, incorporation papers by "Juan Rimarez" in Florida and other documentation in process of being collated.

I don't know what "claim" I have made as yet, (I don't have a claim as yet) but it looks like I touched a tender spot that might have angered you. Sorry.

I don't need any further action on your offer "Is there anything else I can help you with? ".

I will continue to do what I do on a daily basis when working on legislative issues. Gather data. I am sorry you could not assist. Hoping that a phone visit or in person visit with Matt Whitaker will clear up any areas of uncertainty.

Thank you for your time.

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 15:24:29 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6)

FTC-18-0836-A-000068

To: Scott Cooper[scott@worldpatentmarketing.com]
From: Matthew Whitaker
Sent: Thur 4/2/2015 10:09:40 PM
Subject: RE: world patent marketing

Would April 30th to May 3 work for me and possibly wife to come down? MW

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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-----Original Message-----

From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: Sunday, March 29, 2015 6:22 PM
To: Matthew Whitaker
Subject: RE: world patent marketing

Sorry for my delayed response

I have been swamped - just bought out my partner and the business is growing like crazy

I have been working 16 to 18 hour days...

I'm going to be on the yacht in Bahamas next week - need a break

I think the beginning of May or the beginning of June would be a good time for a visit - I'm going to Israel for 10 days on may 16th to the 25th to dedicate a nursery at Migdahl Ohr

<http://migdalohrusa.org/our-founder/rabbi-grossmans-biography>

Can you make it down here at the beginning of may or the beginning of june?

feel free to bring your wife and I'll take care of the entire thing as promised - first class all the way....just give me dates

Just sent you out a wire by the way for the quarter

I have some other opportunities for you and I also have a small legal matter that I may need some assistance with

Let me know

Scott J. Cooper
CEO & Creative Director

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 Fax

-----Original Message-----

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Tuesday, December 02, 2014 11:31 AM
Subject: RE: world patent marketing

<http://youtu.be/QycwIX31scg>

<http://youtu.be/QZIAOnDyovE>

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
400 East Court Avenue, Suite 346
Des Moines, IA 50309-2017
Phone: 515.868.0210
E-Mail: mwhitaker@whgllp.com

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Subject: RE: world patent marketing

Let me talk to my partner - ill do the best I could for you

Do you have any videos you could send me of when you were on tv?

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From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Tuesday, December 2, 2014 11:21 AM
To: scott
Subject: RE: world patent marketing

I do not have a dollar amount in mind. What does talent of my type usually demand?

Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
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From: scott [mailto:scott@worldpatentmarketing.com]
Sent: Tuesday, December 02, 2014 10:17 AM
To: Matthew Whitaker
Subject: RE: world patent marketing

Lol - never expected that - Better you don't respond or he'll never leave you alone - I will take care of it

By the way, I just received some sample scripts for our tv commercial - I have to convince my partner but do you have a dollar amount in mind to appear? It will be a 60 second and a 15 second clip - I think it could be good for you since our commercials are going to air on CNN -

Our business is expanding so you might get some good visibility nationally

Matthew G. Whitaker

EDUCATION

Legal: University of Iowa College of Law, JD with Distinction, 1995

Business: University of Iowa School of Management, MBA, 1995

College: University of Iowa, BA, 1991

EXPERIENCE

2009-Present **Whitaker Hagenow & Gustoff LLP**
Managing Partner of Des Moines law firm, practicing in criminal and civil litigation together with business law issues and business transactions.

2004-2009 **United States Department of Justice**
United States Attorney—Southern District of Iowa
One of 93 US Attorneys nationwide. Led 64 employees (including 26 lawyers) in two offices (Des Moines & Davenport). Manage overall operating budget of \$5.1 million. Increased productivity with diminishing resources. Experience includes Federal trials and appellate arguments. Member of Attorney General Advisory Subcommittees on Controlled Substances & Asset Forfeiture and Violent & Organized Crime.

2001-2004 **Finley Alt Smith-Des Moines**
Attorney
Business and Litigation practice, including insurance defense, professional liability, business start-up, internet counseling and dispute resolution. Significant business negotiation experience.

1998-2001 **Supervalu, Inc.-Minneapolis**
Corporate Counsel
Corporate transactional, retail and software experience for Fortune 100 Company. Lead in-house attorney on major transactions. Experience includes Richfood acquisition, several multiple store acquisitions and large licensing and technology contracts.

1996-1998 **Briggs and Morgan-Minneapolis**
Associate
Business and litigation representation of diverse individuals and companies. Significant practical experience including mergers and acquisitions, commercial contract drafting and negotiation, intellectual property counseling, litigation and dispute resolution.

1995-1996	Robins, Kaplan, Miller & Ciresi-Minneapolis Associate Litigation, plaintiff and defense, and Business practice.
1994-1995	University of Iowa College of Business-Iowa City Teaching Assistant—Professor Nancy Hauserman

PERSONAL DATA

Admittance:	Licensed in Iowa Admitted 8 th Circuit, N.D. and S.D. Iowa
Professional:	Iowa State Bar Association-Member Midwest High Intensity Drug Trafficking Area Executive Board Chair (2008-09); Vice-Chair (2007-08)
Publications:	“Iowa’s Limited Liability Company Act: An Entrepreneur’s Dream” 79 Iowa Law Review 1181 (1994)
Skills:	Strong computer skills; leadership and management
Extracurricular:	University of Iowa Football Team (1988-1992) Big Ten Medal of Honor; Academic All-American; 3-time Academic All-Big Ten; 3-time letter winner; Captain—Iowa State game 1992 Iowa High School Football Hall of Fame 2009 Iowa Law Review-Senior Associate Editor (1994-95) University of Iowa Board in Control of Athletics (1994-95) Iowa State Bar Assoc. Courthouse Security Taskforce (2005) University of Iowa Athletic Director Search Committee (2006) University of Iowa Department of Political Science Advisory Committee (2009-present)



CORPORATE ADVOCACY PROGRAM AGREEMENT

PARTIES

Party: Xcentric Ventures, LLC, an Arizona limited liability company ("Xcentric") which operates the website www.ripoffreport.com ("Ripoff Report")

Party: **Desa Industries Inc dba World Patent Marketing.....** (the "Company")

Subject: Corporate Advocacy Program Agreement (the "Agreement")

Effective Date(s): This Agreement shall become effective on **January 22, 2015** or at such time this Agreement has been executed by the Company and the down payment has been received by Ripoff Report, whichever may be earlier. However this Agreement shall be deemed null and void unless and until this Agreement has been executed by Company and down payment has been made by **January 26, 2015**.

Additional names to be covered by Agreement: * **Desa Industries Inc** * **Desa Industries**
* **World Patent Marketing** // * **DesaIndustriesInc** * **WorldPatentMarketing** // * **DesaIndustries**
* **WorldPatent Marketing** * **Scott Cooper** * **ScottCooper**

RECITALS

Xcentric Background. Xcentric operates the Ripoff Report website located at www.ripoffreport.com which posts reports written by consumers about the goods and services of companies ("Reports"). It is the desire of Xcentric to assist consumers and companies in resolving consumer complaints. It is the desire of the Company to resolve customer complaints, improve customer service, and mitigate negative publicity. In order to facilitate these goals, the Parties hereby enter into this Agreement. The Company acknowledges that Xcentric/Ripoff Report has a policy against removing Reports filed by consumers even if the complaints described in the Reports are resolved.

Company Background – Statement from the Company. " World Patent Marketing is the world's fastest growing Patent,Idea Protection and Inventor Services Company. World Patent Marketing specializes in offering high-quality and affordable patent services to inventors. The company and its employees are well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, manufacturing, licensing and more. World Patent Marketing employs and contracts with over 350 people across four continents. World Patent Marketing is the only patent, idea protection and inventor services company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby and ResellerRatings.com. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence, the International Licensing Industry Merchandisers' Association (LIMA) and the South Florida Chamber of Commerce. The appointment of Matthew G. Whitaker, former Iowa US Attorney and Republican candidate for United States Senate, to the company's advisory board. Whitaker was appointed June 15, 2004 by President George W. Bush. Whitaker resigned in November 2009 following the appointment and confirmation of Nicholas A. Klinefledt, who was appointed by President Barack Obama....."

About the Existing Complaints / Committed Improvements Stated by the Company. The company is growing rapidly. Sometimes it is a challenge to keep up with consumer demand. We are continually adding staff on four continents to keep the company ahead of the curve. Although we are turning into a large enterprise, it is my personal goal to be able to provide "small company" customer service to all of our customers. I want to give each and every one of them the attention they deserve. **WHAT WE DO BETTER:** Our company actually cares about its clients. We try to offer our customers realistic expectations about what they can expect in the future. We want our customers to protect their ideas. Once they have a patent they have something tangible, an asset and something they can sell or license. Other companies just care about marketing their product. We want our customers to get paid for their hard work....."

Report Background. As of the date of this Agreement, approximately **2** **Reports** have been posted on Ripoff Report about the Company. The Company desires to address and negotiate with their customers in good faith to resolve the complaints described in the Reports and to thereby improve its public image. By showing how the Company resolves

complaints and how the Company is making positive changes to avoid future problems, the consumer can feel confident when dealing with the Company. In order to achieve these mutually beneficial goals, the parties agree as follows:

1. **Xcentric's Obligations.** During the term of this Agreement, and as long as the Company is in compliance with its obligations under this Agreement, Xcentric will do the following:

1.1 The email described herein will be sent within one or two business days (more likely within hours) of the Company and Xcentric mutually agreeing to the wording of such email. This email will be sent to each person who posted a Report about the Company notifying them that the Company has offered to negotiate in a good faith manner to resolve their complaint. The email will state the Company's commitment to resolve complaints and will describe the procedures implemented by the Company to avoid future similar complaints. The email will be copied to the Company and the email will include the contact information for the Company's designated contact person and encourage the consumer to contact that person. The email will be similar to the sample previously provided to the Company by Xcentric.

1.2 Xcentric will update the title of every Report about the Company (the "Update"). The Update will be a hyperlink to a truthful, positive Ripoff Report Investigation/Interview/companies commitment, the content of which will be submitted by the Company to Xcentric and approved with suggestions by Xcentric. This Positive LINK will be located after the title of each Report. The Ripoff Report Investigation/Interview (also known as the "Stated Company Commitment") will truthfully reflect the Company's stated commitments to the program and positive actions it has taken. The wording of the Update and the Ripoff Report Investigation/Interview (also known as the "Stated Company Commitment") will be mutually agreed upon by Xcentric and the Company. The Ripoff Report Investigation/Interview/company commitment will describe the Company's willingness and efforts to resolve complaints. If the Company chooses, the Ripoff Report Investigation/Interview will include a link to the official Company website and may also include other links to positive articles about the Company. Xcentric reserves the right to eliminate the Update and the Ripoff Report Investigation/Interview if the Company does not provide the services to its customers that are described in the Ripoff Report Investigation/Interview/company commitment. The Update will be posted by Xcentric within (2) business days of the Company and Xcentric mutually agreeing to the wording of the Ripoff Report Investigation/Interview.

1.3 As part of its review, Xcentric will look at the origin (including the IP address and profile of the author) of the Reports and attempt to uncover any Reports that: (1) are filed by or on behalf of competitors; (2) that are filed by someone who is not a customer and who falsely states that they are a customer; and (3) that are filed by former employees or agents of the Company who do not disclose their status as former employees or agents. Xcentric will provide that information to the Company and if the Company requests, the author's false statements regarding his or her identity and his or her questionable motives will be exposed in an update to the title to the Report. If it is discovered that the person filing the report has filed under other names, using the same email address or IP address, that information will be turned over to the Company.

1.4 If the Company requests in writing, Xcentric will custom-update a Report to indicate that Company reached a resolution with the consumer and to describe the resolution. The wording of the update will be mutually agreed upon by Xcentric and the Company. If the customer filed a positive update to the Report on their own, it will not be necessary for Xcentric to update the Report with any new comments. The Company must send Xcentric the proper information to update the specific Report. Xcentric will update all reports in the manner set forth in this Paragraph.

1.5 If the Company notifies Xcentric that a Report about the Company is appearing on any pages of any search engine when doing a search for the Company name or a monitored name, Xcentric will add a statement to that specific Report. The text will be not more than 1,250 words. Xcentric and the Company will mutually agree on the content of the statement. The statement shall include a link to the official Company website and a link to the

Investigative Report. The Statement may include representations and promises by the Company, and the Company will be obligated to comply with the promises and representations made in the statement. The statement paragraph will be inserted before the title and text of the Report. Xcentric will also create a title for the statement that includes positive comments about the Company. Company and Xcentric understand that there is no guarantee that search engine results will change after the statement and the statement title are added to the Report, but search engine listings often do change by picking up the statement and statement title.

1.6 If the Company notifies Xcentric that a Report about the Company or a monitored name shows up on any search engine's results from searching those names, and requests in writing, Xcentric will update the Report with the Interview/REVIEW before the Report.

1.7 If the Company notifies Xcentric that a specific report contains an allegation or accusation that the Company feels needs to be specifically addressed or corrected, Xcentric will add to that specific Report, just before the report body text, a short one-paragraph mutually agreed-upon statement submitted by the Company that is no longer than 1,250 words, addressing that allegation or assertion. The heading of the Report will be updated with a reference to the positive posting.

1.8 The Ripoff Report Investigation/Interview regarding the Company will be the first result listed on the "search results page" when a consumer searches the internal Ripoff Report database for the Company.

1.9 If new Ripoff Reports are filed about the Company, Xcentric will hold each new Report without posting it. Xcentric will email the consumer who filed the new Report, with a BCC copy of the email to the Company. Or, depending on the nature and tone of the new submission, Xcentric may elect to wait for the consumer to email Ripoff Report before responding. Consumers will be instructed to email Ripoff Report in the Investigative Report (also known as the "Stated Company Commitment"). The email from Ripoff Report will inform the consumer of the Company's commitment to resolve consumer complaints, that the Company will contact them within three (3) to five (5) business days to get the issue resolved to their satisfaction, and give them contact information for the proper customer service representative for the Company. Xcentric will ask the consumer to wait five (5) business days before contacting the Company to give the Company the chance to contact them first. *The objective is to give the consumer time to calm down, give the company a chance to pro-actively resolve the issues, and to avoid posting a new Report if the consumer can be satisfied.* The following procedure will then be followed:

(a) If the author of the new Report or rebuttal does not respond to the Company within ten (10) days of the email from Xcentric, the Report or rebuttal will not be posted.

(b) If the author of the new Report responds with a specific allegation, the Company will have an opportunity to respond to the allegation prior to any posting of the new Report or rebuttal.

(c) If the author of the report does not provide enough information for the Company to (1) confirm they are a customer; and (2) resolve the customer complaint; then the new Report will not be posted.

(d) If the author of the new Report is satisfied with the relief offered by the Company, and does not request that the new Report be posted despite the resolution, the new Report will not be posted.

(e) If a resolution is not reached despite reasonable and good faith efforts of the Company, then the new Report will be posted and updated to reflect that the Company made a good faith effort to resolve the customer's complaint. If the author of the new Report insists on posting the new Report despite the resolution, the new Report will be posted and updated to represent the resolution.

1.10 With respect to all emails that are received by Xcentric regarding the Company, Xcentric will respond by email to urge the consumer to contact the Company's designated agent to discuss a resolution of the issues. The email will be similar to a sample provided by Xcentric to the Company, and will inform the customer that someone from the Company will be contacting them within three (2) to (3) business days. Xcentric will BCC the Company on all responses from the consumer.

1.11 If Xcentric is contacted by any person or entity regarding the Company, Xcentric will notify that person or entity of the Company's efforts to address and resolve all consumer complaints. Xcentric will notify the Company of the identity, contact information, and nature of communication.

1.12 If Xcentric is contacted by any governmental agency, Xcentric will notify the agency of the Company's efforts to address and resolve all consumer complaints.

1.13 As long as the Company continues to provide good customer service and makes good faith efforts to resolve customer concerns, at the Company's request, Xcentric will provide a positive reference to anyone who contacts Xcentric about Company. The positive reference will reflect Company's efforts to satisfy and rectify all past and present misunderstandings or mistakes.

1.14 Xcentric will review all written responses by the Company for the purpose of assisting in an informed, truthful, and concise response for the customer.

1.15 If the Company believes that Xcentric is not in compliance with any of the provisions of this Agreement, the Company will send Xcentric a "Notice of Non-Compliance" by emailing editor@ripoffreport.com with a copy to legal@ripoffreport.com and mcs@jaburgwilk.com (the words "Ripoff Report CAP – Notice of Non-Compliance" must be in the e-mail subject box) and by U.S. mail to Xcentric Ventures, LLC c/o Ripoff Report, PO Box 310, Tempe, AZ 85280, specifying the manner in which Xcentric is not in compliance. Company may also, in addition to the required Notice by e-mail and US mail, call Xcentric by dialing 602-359-4357. Xcentric shall then have **TWENTY** (20) days to cure before Xcentric is considered to be in default, unless the reason is based on Xcentric having technical difficulties, in which case Xcentric shall have **TWENTY** (20) days to cure as discussed in Section 3.1.

2. **The Company's Obligations.** During the term of this Agreement, the Company will do the following:

2.1 The Company agrees to comply with all federal, state, and local laws, both civil and criminal, relating to the Company's operation. In the event Company is convicted of any criminal offense arising from conduct which occurred during the term of this Agreement, Xcentric may immediately terminate this Agreement with or without notice, and without any further obligation to Company.

2.2 The Company agrees to make a sincere effort to provide good customer service and to resolve consumer complaints within 14 days. The Company agrees that the standard policy for resolving consumer complaints coming through the Ripoff Report is to give an appropriate refund or appropriate complimentary services to any consumer who paid money to the Company and claims to not have received the goods or services, or the quality of goods or services, that they were promised. Exceptions to that standard policy will be rare and reserved for unusual circumstances. The Company agrees to allow Xcentric to include into the Investigative Report, statement, prepared with the advice and consent of the Company, addressing complaints received and how the company is addressing improvements the company has made to avoid future complaints.

The Company will not initiate a lawsuit, and will not initiate or take any legal action against any author of any Report whose name or contact information was obtained by the Company solely from Xcentric, unless Xcentric authorizes such action in writing. By this Agreement, Xcentric authorizes the Company to take legal action against any fraudulent postings by employees posing as customers, customers posing as employees, non-customers posing as customers, and/or customers posting numerous complaints under different names from different cities or states.

2.3 **Initial Down Payment Amount and Due Date.** Upon execution of this Agreement, the Company will pay to Xcentric the following **NON-REFUNDABLE** amounts:

(a)	Programming/set-up fee (1) : ← \$ ← SPECIAL RATE World Patent Marketing)	\$9,500.00
(b)	Fee per Report (2 x rate of 500) : \$ ← SPECIAL RATE	\$1,000.00
(c)	Additional name(s) fee (X[] 1 additional names / Desa Industries Inc)	5,500.00
(d)	Additional Name Report(s) fee (0 x rate of 0)	\$00.00
TOTAL ONE TIME FEES (a+b+c+d):		\$16,000.00
(e)	First month's monitoring & customer service support (0) : \$200 Billed separately below.	\$000.00
(f)	Additional name monitoring (0 additional names x rate of minimum charge)	00.00
(g)	Additional location monitoring (0 additional locations x rate of \$0.00):	\$0.00
TOTAL FIRST MONTH FEES (e+f+g):		\$00.00
(h)	Additional names (s): additional name fees ((See below))	- \$00.00
TOTAL UP-FRONT FEES (a+b+c+d+e+f+g) – (h):		\$16,000.00

On or before **January 26, 2015**, \$5,000 down payment will be paid by check, **credit card**, or Direct Deposit to Xcentric's B of A Bank account. This is the payment of **\$5,000.00** must be received by Xcentric no later than **January 26, 2015**.

Payment schedule / BALANCE of DOWN PAYMENT \$11,000 to be paid by Credit Card or DIRECT DEPOSIT the following way: Beginning March 1, 2015 thru February 2016 for 12 months, you will make a monthly payment of \$250 toward the balance of the Down Payment. This will total \$3,000. Beginning March 1, 2016, thru October 2016 the installment payments will be increased to \$1,000 per month for 8 months totaling \$8,000 that pays the down payment in full.

NOTICE: if any part of the monthly payment below is more than 5 days late, Xcentric will send you a 20 day notice of Breach as described in this agreement, .. Xcentric will have the right to REMOVE any content it added to the Reports and the company will be off the program. If the company wants to join again, all the fees would have to be paid all over again. There will be NO REFUND of the down payment or monthly monitoring money already paid.

2.4 **Monthly Monitoring/Customer Service Fee Payment.** In addition to the Up-Front Fees set forth above, beginning on **February 1, 2015**, and on or before the first of the month for each month thereafter, the Company will pay Xcentric a **NON-REFUNDABLE** monthly monitoring and customer service fee payment of **\$200** for a minimum of Thirty-six (36) months. This is the minimum amount that must be paid monthly. This monthly fee was calculated by multiplying **minimum** x **\$100 per name** **Reports/** Any additional names to be added will be \$100 a month fee.

NOTICE: there is no monthly billing. Payments must be sent by the 1st of each month.

Monthly monitoring must be paid by Credit or debit Card. Or mailed to Ripoff Report, PO BOX 310, Tempe, AZ 85280

2.5 **Missed payments may be made by electronic transfer, Credit Card. Or may be mailed to** Xcentric Ventures, LLC c/o Ripoff Report – PO Box 310, Tempe, AZ 85280. OR overnight UPS or FedEx to Ripoff Report – 3200 N, Central Ave., Suite 2000 – Phoenix, AZ 85280

2.6 Important Notices Regarding Payments and Consequences for Late Payments.

(a) All payments made to Xcentric are **NON-REFUNDABLE**. Accordingly, Company agrees that it will not initiate any stop payments, charge-backs, or in any manner otherwise inhibit Xcentric's ability to collect funds due to it under this Agreement.

(b) **There will be no monthly billing statement** unless you have previously authorized monthly charges to your credit or debit card. In any event, the Company must arrange for payment to be received by Xcentric by the first of each month.

(c) If any required monthly payment is not paid when due, interest will be added to and payable on all overdue amounts at 5%, compound every thirty (30) days, that any payment is late. If payment is more than thirty (20) days past due, this will be considered a material breach of this Agreement.

(d) If more than two (2) payment reminders go out during this term, the company will be required to pay for six (6) months worth of monthly monitoring in advance. Failure to timely pay the six (6) months advancement, if requested, will be considered a material breach of this Agreement.

(e) If monthly payments are not received by the 10th of the month positive comments posted by Xcentric may be removed.

3. **Remedies for Breach.** In the event of a breach by Xcentric, Company shall send Xcentric Notice by emailing editor@ripoffreport.com with a copy to legal@ripoffreport.com and mcs@jaburgwilk.com (the words "Ripoff Report CAP – Notice of Breach" must be in the e-mail subject box) and by U.S. mail to Xcentric Ventures, LLC c/o Ripoff Report, PO Box 310, Tempe, AZ 85280, specifying the manner in which Xcentric is in breach of this Agreement. Company may also, in addition to the required e-mail and US mail Notice, call Xcentric by dialing (602) 359-4357.

3.1 **Breach by Xcentric.** If Xcentric materially breaches this Agreement and such breach is not cured within **TWENTY** (20) days, Company shall have no further obligation to make monthly payments for Monitoring unless such breach is the result of technical issues beyond Xcentric's control and Company is made aware of such technical issue in writing within **TWENTY** (20) days of being notified by Company of such breach. Should the breach be the result of technical issues beyond Xcentric's control, and Copy received timely notice of such issues, then Xcentric shall have **FORTY** (40) days to cure.

3.2 **Breach by Company.** In the event of a breach by the Company, Xcentric shall notify the Company either email or at: Scott cooper president - Desa Industries Inc dba World Patent Marketing, 1680 Meridian Avenue, Suite 600, Miami Beach ,FL 33139 and or will call Scotts Cell # 305-330-9199 and or will email scott@worldpatentmarketing.com

If the Company's breach is not cured within **TWENTY** (20) days after notice, Xcentric will have no further obligation to service the Company's Corporate Advocacy Program and Xcentric may remove any positive comments attributed by Ripoff Report. Notwithstanding the forgoing, this clause is subject to Section 2.7(e) above.

4. **Arbitration of Claims.** Pursuant to A.R.S. §§ 12-133(D) and 12-1501, any and all claims arising from or relating to the termination of this Agreement by Xcentric shall be subject to binding arbitration. Arbitration of claims pursuant to this section shall take place in Phoenix, Arizona before the American Arbitration Association in accordance with its Commercial Arbitration Rules, or before any other mutually agreed arbitrator or arbitral entity. The costs of arbitration, including the arbitrator's fees, shall initially be paid equally by both parties, subject to reallocation by the arbitrator's final award. The party prevailing in arbitration shall be entitled to its reasonable attorney's fees and costs as

part of the award. Judgment on the arbitration award may be entered in any court having jurisdiction thereof pursuant to A.R.S. § 12-1511.

5. **Choice of Law; Venue; Waiver of Jury Trial.** Should any event arise wherein the Arbitration of Claims clause is rendered invalid or is otherwise found to not be applicable, the Parties agree that this Agreement shall be governed by and construed in accordance with the laws of the State of Arizona and the federal laws which may be applicable herein. The Company understands and agrees: (i) that any action or proceeding relating to a breach of this Agreement shall be brought in any court of competent jurisdiction in the State of Arizona, with preference given to the courts in Maricopa County, and for that purpose now irrevocably and unconditionally agree and submit to the jurisdiction of such Arizona court; (ii) that the Company irrevocably waive any right to, and will not, oppose any such Arizona court action or proceeding on any jurisdictional basis, including *forum non conveniens*; and (iii) will not oppose the enforcement against you in any other jurisdiction of any judgment or order duly obtained from an Arizona court as contemplated by this section. The Company irrevocably waives any and all rights you may have to a trial by jury in any judicial proceeding involving any claim relating to this Agreement. The Company additionally agrees to waive personal service of process and consent that service of process upon you may be made by certified or registered mail, return receipt, at the address provided by you in your enrollment materials.

6. **Limitation on Damages.** In no event will either party be liable or responsible to the other for any type of incidental, punitive, indirect or consequential damages, including, but not limited to, lost revenue, lost profits, replacement goods, loss of technology, rights or services, loss of data, or interruption or loss of use of service or equipment, even if advised of the possibility of such damages, whether arising under theory of contract, tort (including negligence), strict liability or otherwise.

7. **Term.** This Agreement shall begin on the date it is executed by the parties and shall continue for thirty six (36) months unless extended by the parties. If Company renews this Agreement after the Term, Xcentric will not increase the price for the next term (thirty-six (36) months) by more than 10% over the previous term fees.

8. **Force Majeure.** Neither party will be responsible for any failure or delay in its performance under this Agreement due to causes beyond its reasonable control, including, without limitation, technological failures, lack of energy, raw materials or supplies, war, acts of terrorism, riot, acts of God or governmental action.

9. **No Actions Pending.** The Parties represent that they have not filed any complaints against each other, their predecessors, successors, parents, subsidiaries, affiliates, assigns, agents, directors, officers, employees, and shareholders, with any federal, state, or local court or agency.

10. **Jurisdiction.** Any claims arising out of or related to this Agreement are to be resolved in the Courts of the State of Arizona, and the parties consent to jurisdiction in Arizona for the purpose of any such claims.

11. **Successors Bound.** This Agreement shall be binding upon the Parties thereto, their predecessors, successors, parents, subsidiaries, affiliates, assigns, agents, directors, officers, employees, former employees, and shareholders.

12. **Severability.** It is the intent of the parties hereto that all of the provisions set forth herein are severable and independent. In the event any of the provisions should be held to be invalid or unenforceable, all other provisions shall remain in full force and effect.

13. **Release.** The Parties hereby discharge and release one another and their agents from any and all claims, demands, debts, damages, suits, agreements, promises, which arises out of or is in any manner whatsoever either directly, indirectly, or otherwise connected or related to the Ripoff Report website. The Parties agree to only discuss

one another in a positive light and to refrain from making any comment about, or publishing any negative statements disparaging one another.

14. **Due Diligence.** Each of the Parties and their attorneys have made such investigation of the facts pertaining to this Agreement and all of the matters appertaining thereto as they deem necessary.

15. **Authority.** Everyone signing this Agreement represents and warrants that he/she has the full authority to sign on behalf of, and to bind, each person and entity on behalf of whom/which that person is signing.

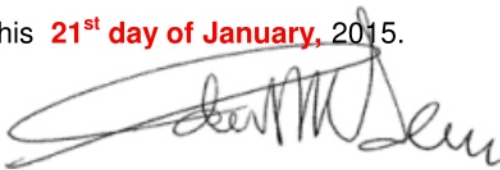
16. **Signatures and Counterparts.** This agreement is not binding until (1) it is signed by both parties; and (2) the down payment referenced herein is received by Xcentric. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Signatures transmitted by e-mail or facsimile may be used and shall be binding on all Parties.

17. **Letting our members know.** We like to let our members know that during our 16 years in business, Ripoff Report has mostly supporters but also has its critics. Some of over the years our critics have expressed a desire to use various methods, both lawful and unlawful, to interfere with and/or harass both Ripoff Report and companies that do business with Ripoff Report. These critics come and go, some end up in prison or in hiding. You should keep in mind when considering whether or not you want to join any of our paid programs that critics of Ripoff Report might also criticize you. You should know that Ripoff Report will not be bullied and always stands strong for our member businesses that do right by their customers.

18. **Change in Structure.** Neither party may circumvent this agreement by changing names, corporate structures, or adding entities owned or operated by the same principal(s) for the purpose of evading their responsibility to the terms and conditions of this agreement.

19. This Agreement and its specific terms are designated as Confidential Information.

DATED this **21st day of January, 2015.**



Edward Magedson - Manager
Xcentric Ventures, LLC

DATED this _____ day of _____, 2015.

| Scott cooper president |
| **Desa Industries Inc dba World Patent Marketing....** |

From: [Scott Cooper](#)
To: [Matthew Whitaker](#)
Subject: call me when you can....need advice...
Date: Tuesday, August 25, 2015 2:53:18 PM

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: [Scott Cooper](#)
To: [Matthew Whitaker](#)
Subject: can u talk?
Date: Friday, August 21, 2015 12:21:12 PM

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: [Scott Cooper](#)
To: [Bernard Egozi](#); [Matthew Whitaker](#)
Subject: FW: Done deal
Date: Friday, August 14, 2015 3:36:29 PM
Attachments: ~WRD307.jpg

Lol lol

Scott J. Cooper
CEO and Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Cheetah's Pace [mailto:[\(b\)\(6\)@gmail.com](#)]
Sent: Friday, August 14, 2015 3:35 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: Done deal

Ok I will call you shortly, and please don't misunderstand me I am not trying to black mail you or threaten you. I'll explain to you in details what's frustrating over the phone

On Friday, August 14, 2015, Scott Cooper <scott@worldpatentmarketing.com> wrote:

I have copied my corporate counsel Bernie Egozi and Former US Attorney Matt Whitaker who happens to sit on my advisory board on this email because frankly I am a little confused by your behavior and it sounds like you are trying to blackmail me for something.

I don't understand – you do not want a refund of your balance and you do not want a credit? Our team did a lot of work on your project – I am not trying to keep any of your money. What is this about?

Are you really trying to blackmail me in writing that if I don't give you a check you are going to file complaints to regulatory agencies? I have never seen anybody put that in writing before.

And then you are threatening to slander our company on the internet?

We are not an invention promotion company – we are a manufacturer of patented products – those questions are meant for invention promotion companies.

I don't really understand what you are talking about with regards to attorney fees. I don't know exactly what that means.

I am happy to discuss this matter with you again and address all these issues. I am overseas but I can still be reached on 305-330-9199 if you would like to discuss.

Scott J. Cooper
CEO and Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Cheetah's Pace [mailto:(b)(6)@gmail.com]

Sent: Friday, August 14, 2015 1:00 PM

To: Scott Cooper <scott@worldpatentmarketing.com>

Subject: Done deal

alright mr Scott I guess none of us agreed which it fine at least we talked about it like adults.

But now ill just start filling my complaints to the USPTO,FTC and state attorney general.

What justifies my complaints is

1. We haven't completed the work yet and I won't sign the last paper work required therefore I'm in titled to the Money because we can just be stuck in the middle.
2. Your company didn't do proper research work to find my competition, I had to do my own research through Google.
- 3.your company claim that they provide every service except the 10.9k for the patent attorney that you took from me, now you're claiming you lost money???
4. It is required by law that an invention company provide answers to these questions which your company didn't

how many inventions it has evaluated?

how many of those inventions got positive or negative evaluations?

its total number of customers?

how many of those customers received a net profit from the promoter's services?

how many of those customers have licensed their inventions due to the promoter's service?

And I Will also write a review on google and (better business bureau) and any review websites that your company is affiliated with showing a picture of your email how it makes no sense that you offer me 20k worth of work and an extra free research for the 10k that I

spent which makes no sense at all because you will be losing MORE money doing that then just simply giving me my money back. Which means that you guys make profit of our money and not what your company claims that "world patent marketing makes money when the inventor make money"

I will do what ever it takes.

Thank you, and have a nice day



CONNECT WITH US:



From: [Scott Cooper](#)
To: [Matthew Whitaker](#); [Bernard Egozi](#)
Subject: FW: News from World Patent Marketing
Date: Tuesday, May 19, 2015 12:02:48 PM
Attachments: [image001.jpg](#)

This ass hole is back

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax

signature_default new (Scott Cooper's conflicted copy 2015-01-25)



From: (b)(6)@hotmail.com
Sent: Tuesday, May 19, 2015 11:56 AM
To: Scott Cooper
Subject: RE: News from World Patent Marketing

Would you consent to an interview for a documentary being produced about the patenting process which will include former WPM clients and "Advisory Board" members? Great opportunity for more publicity and clarifying the processes?

From: scott@worldpatentmarketing.com
Date: Tue, 14 Apr 2015 14:12:45 -0400
Subject: RE: News from World Patent Marketing
To: (b)(6)@com

You will be hearing from my lawyers – not to worry

While most people take your bizarre behavior as simply annoying, I take it very seriously.

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

signature_default new (Scott Cooper's conflicted copy 2015-01-25)



From: (b)(6)@hotmail.com
Sent: Tuesday, April 14, 2015 1:57 PM
To: Scott Cooper
Subject: RE: News from World Patent Marketing

wow. You make written threats to people that post negative reviews?

Once again, I respectfully request contact information for your lawyers, and the three gentleman I've been trying to get ahold of that you cc in your threats who are said to be on the advisory board. it would be nice to just clarify things and move on

(b)(6)

Sent from my Verizon Wireless 4G LTE smartphone

(b)(6)

----- Original message -----

From: Scott Cooper <scott@worldpatentmarketing.com>

Date: 04/02/2015 3:33 PM (GMT-08:00)

To: (b)(6) <[hotmail.com](mailto:(b)(6)@hotmail.com)>

Subject: Re: News from World Patent Marketing

Sorry - I don't see any reason to give that information out

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 5:49 PM, (b)(6) <[hotmail.com](mailto:(b)(6)@hotmail.com)> wrote:

Can I have the contact information for your attorneys?

From: scott@worldpatentmarketing.com

Date: Thu, 2 Apr 2015 17:38:58 -0400

Subject: Re: News from World Patent Marketing

To: (b)(6) <[hotmail.com](mailto:(b)(6)@hotmail.com)>

I understand your position

Our advisory board did not sign on to take these type of inquiries as I am sure you can understand

We do the right thing here - it sounds like that is not what you want to hear but it's the truth

All of our customers that pay for patent searches get them
All of our customers that pay for patents get their patents filed
We do not charge any upfront fees for any marketing services

One of the issues with invention promotion is providing inventors with unrealistic expectations about the kind of success they can expect

I actually published an article a few weeks ago explaining how most inventions fail and why marketing companies can not change that

I will email you that as well

Again, I am not sure what your motive is in your "investigation" but please understand using words like that insinuate that something unlawful is occurring and that certainly hits a nerve.

Our attorneys have reviewed the act and I am comfortable that we are in full compliance with the letter and spirit of the law.

Scott J. Cooper
CEO & Creative Director

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Miami Beach, Florida 33139

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305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 5:19 PM, (b)(6) <(b)(6)@hotmail.com> wrote:

Well, maybe we just disagree on a few key points. (or many)

1. Invention promotion seems to be a key selling point by your "product managers". The case history of the act makes it very difficult to escape classification by mincing words and definitions of "promotion". But again, maybe we just disagree. Further investigation and clarification may eliminate concerns.

2. We probably just disagree on the "suspicious" business practices issue which requires further due diligence. The zeal for "privacy" appears to my staff advisors to be extremely suspicious. Particularly on relatively innocuous inquiries about who is on the advisory board (we have been able to find some other names to follow up on), how many applications have you successfully taken through your entire process, and refusal to answer ANY substantive preliminary data questions.

Again, it might just be a case of disagreement.

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 16:40:07 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6)
Fair point -

There are exceptions to the act - we try to stay as far away from "invention promotion" that we can - you definitely did hit a nerve

We are a private company and we choose not to release private information

Not sure what is so suspicious about that

Scott J. Cooper
CEO & Creative Director

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305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 4:32 PM, (b)(6) <[REDACTED]@hotmail.com> wrote:

I am a Registered Legislative Lobbyist VERY familiar with the law.

Aside from the law it is suspicious NOT to answer simple questions about WHO is connected with the company (no reason to be "confidential" other than fear of unlawful activities). Or to answer ANY questions about success rate or what specifically you claim to have "unveiled" at a conference that seems to indicate WPM possibly just attended. The number of fairly routine, simple questions that get an "I don't know" or refusal to answer is astounding. So further assistance with due diligence investigations will be sought from public and private agencies.

"baseless" is actually funny. I have a lot of data collected from numerous sources including phone recordings (with permission) with your representatives, incorporation papers by "Juan Ramirez" in Florida and other documentation in process of being collated.

I don't know what "claim" I have made as yet, (I don't have a claim as yet) but it looks like I touched a tender spot that might have angered you. Sorry.

I don't need any further action on your offer "Is there anything else I can help you with? ".

I will continue to do what I do on a daily basis when working on legislative issues. Gather data. I am sorry you could not assist. Hoping that a phone visit or in person visit with Matt Whitaker will clear up any areas of uncertainty.

Thank you for your time.

(b)(6)

From: scott@worldpatentmarketing.com
Date: Thu, 2 Apr 2015 15:24:29 -0400
Subject: Re: News from World Patent Marketing
To: (b)(6)

You are not familiar with the act in its entirety- I would suggest you read the entire act before making baseless libelous claims

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 3:15 PM, (b)(6) <[REDACTED]@hotmail.com> wrote:

well there's nothing else you can help me with because you have not been any help at all. by the services you offer you do fall under the inventors Protection act of 1999. irrespective of that, refusal to give out even simple due diligence data about your company and its claim successes, demands higher levels of investigation. I will move on.

Sent from my Verizon Wireless 4G LTE smartphone

----- Original message -----

From: Scott Cooper <scott@worldpatentmarketing.com>

Date: 04/02/2015 11:44 AM (GMT-08:00)

To: (b)(6) <[hotmail.com](mailto:(b)(6)@hotmail.com)>

Subject: Re: News from World Patent Marketing

We don't give out contact information of our advisory board

We don't provide financial information

We are not an invention promotion company - those are disclosures required by invention promotion companies -

Is there anything else I can help you with?

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 2:30 PM, (b)(6) <[hotmail.com](mailto:(b)(6)@hotmail.com)> wrote:

"all?"

Due diligence.

Will you provide the answers?

From: scott@worldpatentmarketing.com

Date: Thu, 2 Apr 2015 14:04:17 -0400

Subject: Re: News from World Patent Marketing

To: (b)(6) <[hotmail.com](mailto:(b)(6)@hotmail.com)>

Why are you asking all of this?

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct

888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 1:44 PM, (b)(6)@hotmail.com wrote:

Additionally, as many answers as you can give me to the following questions:

*List of board of directors of the Corporation (so far Florida has legally listed Juan A Rivera as sole President and Secretary) I need more specifics about Juan and other Corporate officers (data)?

*Copy of Corporation Financial data (Annual Report? Sources of Income and debt, etc?

*List of "Advisory Board Members" and their contact information?

*Verifiable data to back up claim of "fastest growing" "number one" ?

*Per American Inventors Protection act of 1999 it is required by law that companies collecting money to assist/ promote (as in trade shows) inventors as WPM does to provide in writing:

- Total number of inventions evaluated by the promoter in the past 5 years.
- The number of these inventions which received positive and negative evaluations.
- The number of customers who contracted with the promoter over the last 5 years.
- The total number of these customers who received a net financial profit as a direct result of the promotion services by the promoter.
- The total number of customers who have received license agreements for their inventions as a direct result of the promotion services by the promoter.
- The names and addresses of all previous invention promotion firms with which the invention promoter or its officers have been affiliated for the last 10 years.

Much appreciated,

(b)(6)

From: scott@worldpatentmarketing.com

Date: Thu, 2 Apr 2015 13:28:20 -0400

Subject: Re: News from World Patent Marketing

To: (b)(6)@hotmail.com

(b)(6)

I meant to reach out to you

I understand you left a message for Matt Whitaker

What is it I can help you with?

Scott J. Cooper
CEO & Creative Director

World Patent Marketing

1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

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888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

On Apr 2, 2015, at 1:23 PM, (b)(6) <(b)(6)@hotmail.com> wrote:

This says WPM "attended" and then talks about "opportunities". What specific "Unveils Its Cutting Edge Printing Inventions" took place?

Date: Thu, 2 Apr 2015 11:57:54 -0400
From: publicity@worldpatentmarketing.com
To: (b)(6) <(b)(6)@hotmail.com>
Subject: News from World Patent Marketing
CC:

Hi, just a reminder that you're receiving this email because you have expressed an interest in World Patent Marketing. Don't forget to add publicity@worldpatentmarketing.com to your address book so we'll be sure to land in your inbox!

You may [unsubscribe](#) if you no longer wish to receive our emails.



World Patent Marketing

Press Release

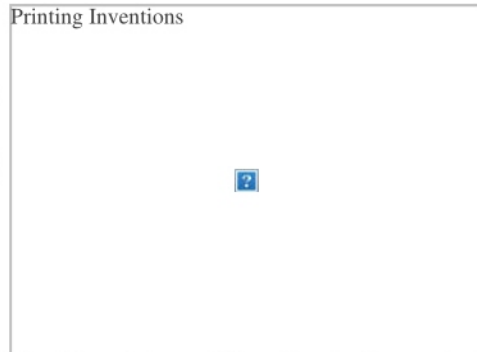
World Patent Marketing Unveils Its Cutting Edge Printing Inventions During the Graphics of the Americas Trade Show at the Miami Beach Convention Center

As printing inventions rapidly evolve to drive the graphics industry, World Patent Marketing develops new innovations and technologies to help shape the future and change the world.

New York, New York - March 18, 2015 -

[World Patent Marketing](#), the world's fastest growing vertically integrated patented product development company, attended the Graphics of the Americas Trade Show on February 28, 2015 at the Miami Beach Convention Center in Miami Beach, FL. Graphics of the Americas (GOA) proudly celebrated it's 40th year as the premier event for the graphic communications industry and printing inventions in North America, South America, Central America and the Caribbean.

Printing Inventions



"We are forecasting that the global print market will reach \$1 trillion by 2018," said Scott J. Cooper, CEO and Creative Director of World Patent Marketing, "With digital printing and social networking continuing to take a higher share of the market, customers are going to continue to demand the latest technologies. The profit opportunity in this area is limitless for those that remain on the cutting edge."

Visitors experienced over 400 brands in the Expo and over 50 seminars in English and Spanish. With a 40-year proven track record, GOA is the biggest show of printing inventions in the United States for the Latin American and Southeastern U.S. markets. Over 8,000 graphic communications professionals from over 80 countries attended GOA in 2014. World Patent Marketing took advantage of the opportunity to reach new customers and prospects face-to-face by exhibiting at GOA.

GOA offers a blended expo of printing inventions and a conference like no other. With show floor activities and an educational program for everyone, GOA attracts professionals from all industry segments including, but not limited to: commercial printers; digital printers; flexo/label printers & images; wide format printers & images; advertising/marketing professionals; graphic designers/creative professionals; screen printers; packaging printers & converters; direct-to-substrate printers & decorators; specialty printers; sign printers; book printers/publishers; bindery/ converting professionals; mailing/fulfillment professionals; print/media buyers; and other printing inventions.

The show at the Miami Convention Center was fertile ground for aspiring inventors and entrepreneurs. World Patent Marketing was on hand to help its new and prospective customers navigate all the technical and legal patent issues presented.

[About World Patent Marketing](#)

[World Patent Marketing](#) is the world's only vertically integrated patented product development company. The company offers patent prosecution, licensing, trading, investment and manufacturing services to inventors, law firms and venture capital-backed companies. The company is well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, China Patents, manufacturing, licensing and more. World Patent Marketing has received positive reviews for being a very outspoken critic of inventors' patent troll complaints and has declared war on Patent Troll Scams as the U.S. Congress reconsiders the Anti-Patent Troll Law. "World Patent Marketing will not allow its clients' success to be jeopardized by a complaint from a patent troll ripoff scam," according to Scott Cooper, CEO and Creative Director of World Patent Marketing. World Patent Marketing employs and contracts with over 350 people across four continents.

[World Patent Marketing](#) Achievements

[World Patent Marketing](#) is the only patent assistance company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby, [ResellerRatings.com](#) and [My3cents.com](#). World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence and the International Licensing Industry Merchandisers' Association (LIMA). World Patent Marketing Miami is also a member of the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.

World Patent Marketing
Scott J. Cooper, CEO
and Creative Director

World Patent Marketing Advisory Board
Matthew G. Whitaker, Former Iowa US
Attorney and US Senate Candidate

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The History Channel and Newswatch Feature World
Patent Marketing on January 29, 2015

[china surpasses united states](#)



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World Patent Marketing | 1680 Meridian Avenue | Suite
600 | Miami Beach | FL | 33139

From: [Scott Cooper](#)
To: [Matthew Whitaker](#)
Subject: FW: Update
Date: Wednesday, August 26, 2015 10:04:08 AM

Check out the new head of World Patent Marketing Security

<http://youtu.be/SIF744eBbUE>

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Bernard Egozi [mailto:BEgozi@egozilaw.com]
Sent: Tuesday, August 25, 2015 11:11 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Cc: Brett Lewis <brett@ilawco.com>
Subject: Re: Update

Go get 'em! I'll take care of Mohammed tomorrow.

-Bernie Egozi
Sent from my iPhone.

On Aug 25, 2015, at 11:03 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

Begin forwarded message:

From: Scott Cooper <scott@worldpatentmarketing.com>
Date: August 25, 2015 at 11:02:54 PM EDT
To: Matthew Whitaker <mwhitaker@whgllp.com>
Subject: Update

One of my close friends Eric Creizman of Eric Creizman LLC is filing in federal court tonight against Rudsky in NY - his wife happens to work for the Brooklyn DA also - had a long talk with her about it also

I'll keep you posted

Never a dull moment - I could use another vacation -

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

<http://worldpatentmarketing.com/top1.png>



CONNECT WITH US:



<http://worldpatentmarketing.com/bottom1.png>



From: [Scott Cooper](#)
To: [Matthew Whitaker](#)
Subject: FW: Voice Message Attached from (b)(6) Miami FL
Date: Thursday, May 14, 2015 4:14:15 PM
Attachments: [image001.jpg](#)
(b)(6)

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax

signature_default new (Scott Cooper's conflicted copy 2015-01-25)



From: Robert Gonzalez [mailto:robert@worldpatentmarketing.com]
Sent: Thursday, May 14, 2015 12:50 PM
To: Scott Cooper
Subject: Fwd: Voice Message Attached from (b)(6) Miami FL

Hi Scott,

Hey I got this voice-mail from this asshole.

He works at (b)(6) and is threatening us putting negative things on the internet.

This is the guy that was giving our scripts to prospective clients.

Now he's calling clients that are paid phase 1.

Robert Gonzalez
Global Patent Specialist
Licensing. Royalties. Manufacturing.

888-926-8174 ext 214

robert@worldpatentmarketing.com



----- Forwarded message -----

From: <voicemail@nextiva.com>

Date: Thu, May 14, 2015 at 12:36 PM

Subject: Voice Message Attached from (b)(6) Miami FL

To: Robert Gonzalez <testetsesss@voicemail.nextiva.com>

Cc: robert@worldpatentmarketing.com

Time: May 14, 2015 12:36:37 PM

Click attachment to listen to Voice Message

From: [Scott Cooper](#)
To: [Matthew Whitaker](#)
Cc: [Bernard Egozi](#)
Subject: FW:
Date: Tuesday, August 25, 2015 2:26:31 PM

This guy is absolutely nuts

He is broke and he was never an equity holder in old merchants

He was a sales manager with a contract

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: (b)(6)@aol.com]
Sent: Tuesday, August 25, 2015 2:23 PM
To: ceo@worldpatentmarketing.com
Subject:

Hi Matt,

I know exactly who you are I have spent the last few months going over your site. Let me quickly explain how I came across WPM so you have a brief history. Annette Copper, and my ex wife (b)(6) are friends and communicate on regular basis. Annette mentions to (b)(6) that Scott is in the patent business and is absolutely killing it. Judy calls me and says I know you are always looking for things to add to your export business and you should look in to this patent business. She goes on to tell me that Scott stole the idea from someone he came across and the business model really makes sense. The first thing that comes to mind is Scott Copper steal something from someone? Can't be, that's just not Scott. He is a stand up citizen and would never consider such a thing.

A brief history with me and Scott so you are clear. Let me take you back to Old Merchants Bank. Me and Scott started that business from scratch. I was a 20% stakeholder (contract in hand). Towards the latter part of the venture Scott Cooper received a \$1 million dollar pay out from a Mike Ashley. At that time I was owed \$200k that Scott Cooper till this day has not paid me on. I am requesting that I get paid now.

There is no blackmail of any kind. Based on our contract, that money is owed to me. I want my money that has been outstanding for over 5 years.

Very simple. Scott Cooper is running an absolute scam. You know it as well as I do. You do not have a warehouse in China nor do you patent or ship any products. You pick on people with very low IQ levels in middle america and have them pay you \$1295 in hopes of riches to follow. I have spent countless hours on your site... Every review is fake. I have also dug up many of the negative reviews that have been hidden within the google search. There is nothing wrong with me informing everyone via any source I feel necessary to advise them that WPM is a scam. Him owing me money has nothing to do with anything outside the obvious. I want my money that he owes me. If you are trying to bully me around it will not work well with me. Based on my history with Scott I know the attorneys he keeps on staff and how he uses them to deflect any negative publicity. Please work with Mr. Cooper to come up with a schedule of payments so that we can both move on.

You have 48 hours from today to come up with the money that is owed to me.. I hope I make myself clear...

From: [Scott Cooper](#)
To: [Matthew Whitaker](#)
Subject: i have an old friend from the Brooklyn DA - I reached out to her...
Date: Tuesday, August 25, 2015 4:28:23 PM

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: [Scott Cooper](#)
To: [Matthew Whitaker](#)
Date: Thursday, May 14, 2015 4:29:52 PM
Attachments: [image001.jpg](#)

<http://www.bbb.org/south-east-florida/business-reviews/marketing-consultants>

(b)(6)

(b)(6)

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax

signature_default new (Scott Cooper's conflicted copy 2015-01-25)



(b)(6)

From: [Scott Cooper](#)
To: [Matthew Whitaker](#)
Subject: Matt - proposed email to [REDACTED] please send ASAP and cc me
Date: Friday, August 21, 2015 12:52:40 PM
Importance: High

(b)(6)

Scott forwarded me your emails.

I am a former United States Attorney for the Southern District of Iowa. I also serve on World Patent Marketing's Advisory Board.

Your emails and message from today seem to be an attempt at blackmail or extortion. You also mentioned filing a complaint with the Better Business Bureau and to smear World Patent Marketing's reputation online. I am assuming you understand that there could be civil and criminal consequences for you if that is in fact what you and your "group" are doing.

I am familiar with your background and your history with Scott but I take threats like this quite seriously.

Perhaps you can call me and explain to me exactly what your intentions are with regards to World Patent Marketing so I can respond accordingly.

I can be reached to (b)(6)

Matthew Whitaker

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: [Scott Cooper](#)
To: [Eric M Creizman](#)
Subject: RE: EMAIL #8
Date: Friday, October 02, 2015 8:33:07 PM
Attachments: [~WRD213.jpg](#)
[image001.png](#)
[image002.png](#)
[image003.png](#)

<http://creizmanllc.com/archives/1735>

let me put you on my advisory board

you will get a ton of press – you'll love it...

<https://worldpatentmarketing.com/advisoryboard>

no liability – you are simply an advisor...

Scott J. Cooper
CEO and Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Eric M Creizman [mailto:ecreiz@creizmanllc.com]
Sent: Tuesday, August 25, 2015 9:58 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: Re: EMAIL #8

This guy is a major idiot. Not sure I understand everything pertinent here. Give me a call so we can take action.

Sent from my iPad

On Aug 25, 2015, at 9:48 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Tuesday, August 25, 2015 3:12 PM
To: scott@worldpatentmarketing.com
Subject: Fwd: World Patent Marketing

----- Original message -----

From: (b)(6)@aol.com>
Date: 8/25/2015 1:40 PM (GMT-06:00)
To: Matthew Whitaker <mwhitaker@whgllp.com>
Subject: Re: World Patent Marketing

what are the qualifications to get on the advisory board of WPM?
Do not email me again with your scare tactics. I a former United States attorney for the southern district of Brooklyn New York.

So stop with your bull shit emails..

You are party too a scam that is driving allot of traffic to WPM site.. You will be exposed... I hope I make myself clear Mr. Whitaker.

-----Original Message-----

From: Matthew Whitaker <mwhitaker@whgllp.com>
To: (b)(6)@aol.com>
Cc: scott (scott@worldpatentmarketing.com) <scott@worldpatentmarketing.com>
Sent: Fri, Aug 21, 2015 12:58 pm
Subject: World Patent Marketing

(b)(6)

Scott forwarded me your emails and I am concerned about what you are trying to communicate to Scott Cooper and WPM.

I am a former United States Attorney for the Southern District of Iowa and I also serve on World Patent Marketing's Advisory Board.
Your emails and message from today seem to be an apparent attempt at possible blackmail or extortion. You also mentioned filing a complaint with the Better Business Bureau and to smear World Patent Marketing's reputation online. I am assuming you understand that there could be serious civil and criminal consequences for you if that is in fact what you and your "group" are doing.

I am familiar with your background and your history with Scott. Understand that we take threats like this quite seriously.
Perhaps you can email me and specifically explain to me exactly what your intentions are with regards to World Patent Marketing so I can respond accordingly.
I can be reached at this email address.

Please conduct yourself accordingly.

Regards, MW

<image001.png>
Matthew G. Whitaker
WHITAKER HAGENOW & GUSTOFF LLP
Counselors and Attorneys at Law
521 East Locust St., Suite 302
Des Moines, IA 50309-2017
Phone: 515.868.0210

E-Mail: mwhitaker@whgllp.com

Connect with me on:



This electronic message is from a law firm. It may contain confidential or privileged information. If you received this transmission in error, please reply to the sender to advise of the error and delete this transmission and any attachments.



CONNECT WITH US:



(b)(6)

From: [Scott Cooper](#)
To: [Matthew Whitaker](#)
Subject: RE: Matt - proposed email to (b)(6) please send ASAP and cc me
Date: Friday, August 21, 2015 1:22:56 PM

Sent – I was a month late...sorry

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Friday, August 21, 2015 1:07 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Subject: RE: Matt - proposed email to (b)(6) please send ASAP and cc me

Last ACH for WPM Board was 3/30/15, fyi

(b)(6)

From: Scott Cooper [mailto:scott@worldpatentmarketing.com]
Sent: Friday, August 21, 2015 11:53 AM
To: Matthew Whitaker
Subject: Matt - proposed email to (b)(6) please send ASAP and cc me
Importance: High

(b)(6)

Scott forwarded me your emails.

I am a former United States Attorney for the Southern District of Iowa. I also serve on World Patent Marketing's Advisory Board.

Your emails and message from today seem to be an attempt at blackmail or extortion. You also mentioned filing a complaint with the Better Business Bureau and to smear World Patent Marketing's reputation online. I am assuming you understand that there could be civil and criminal consequences for you if that is in fact what you and your "group" are doing.

I am familiar with your background and your history with Scott but I take threats like this quite seriously.

Perhaps you can call me and explain to me exactly what your intentions are with regards to World

Patent Marketing so I can respond accordingly.

I can be reached to (b)(6)

Matthew Whitaker

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax



CONNECT WITH US:



From: [Scott Cooper](#)
To: ["Matthew Whitaker"](#)
Subject: RE: New message via your website, from (b)(6) com
Date: Sunday, August 02, 2015 12:58:00 PM



Awesome!

Scott J. Cooper
CEO and Creative Director

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 Fax

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Thursday, July 30, 2015 11:48 AM
To: scott (scott@worldpatentmarketing.com) <scott@worldpatentmarketing.com>
Subject: FW: New message via your website, from (b)(6) com

I should get a cut of this for helping close the deal! I hope all is well. Best always, MW

----- Forwarded message -----

From: <no-reply@parastorage.com>
Date: Sun, Jul 26, 2015 at 11:07 PM
Subject: New message via your website, from (b)(6) com
To: (b)(6) com

You have a new message:

Via: <http://www.whitakerhagenowlaw.com/>

Message Details:

- - **Name** (b)(6)
 - **Subject** World Patent Marketing
 - **Message** I have received my information regarding a patent search while working with World Patent Marketing. I would like to talk with Matt about his relationship with this company and his knowledge of this industry, as I am planning to continue with WPM.
 - **Email** (b)(6) gmail.com
- Sent on:** 26 July, 2015

Thank you!

--

Matt Whitaker

(b)(6)

From: [Scott Cooper](#)
To: [Matthew Whitaker](#)
Subject: RE: Voice message from (b)(6)
Date: Friday, May 29, 2015 3:57:37 PM
Attachments: [image005.jpg](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[image009.png](#)

Do me a favor and shoot him back an email confirming –don't waste your time with him

He read the global shit a few weeks ago and I calmed him down

(b)(6) [.com](#)

just confirm that you got his email address from me and you are on the advisory board

please cc me on the email as well that you send to him

any progress on the opinion letter????

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-5458 Fax

signature_default new (Scott Cooper's conflicted copy 2015-01-25)



From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Friday, May 29, 2015 2:49 PM
To: scott (scott@worldpatentmarketing.com)
Subject: FW: Voice message from (b)(6)

Another WPM customer reaching out to me. FYI. I do not plan to call back unless you want me to.
Thanks, MW

WHG email sig logo



Matthew G. Whitaker

WHITAKER HAGENOW & GUSTOFF LLP

Counselors and Attorneys at Law

400 East Court Avenue, Suite 346

Des Moines, IA 50309-2017

Phone: 515.868.0210

E-Mail: mwhitaker@whgllp.com

Connect with me on:



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From: tel: (b)(6) <mailto:non-mail-user@internetsolver.com>

Sent: Friday, May 29, 2015 12:24 PM

To: Matt Whitaker

Subject: Fwd: Voice message from (b)(6)

The attached message was recently left in your voicemail account for (b)(6). We are sending you this email because you have asked for your messages to be forwarded to this address.

From: [Scott Cooper](#)
Bcc: [Matthew Whitaker](#)
Subject: spoke to customer - we refunded him 995 - he was decent guy - just is broke - I contacted the BBB and Bernie is sending a letter
Date: Thursday, May 14, 2015 4:47:51 PM
Attachments: [image001.jpg](#)

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax

signature_default new (Scott Cooper's conflicted copy 2015-01-25)

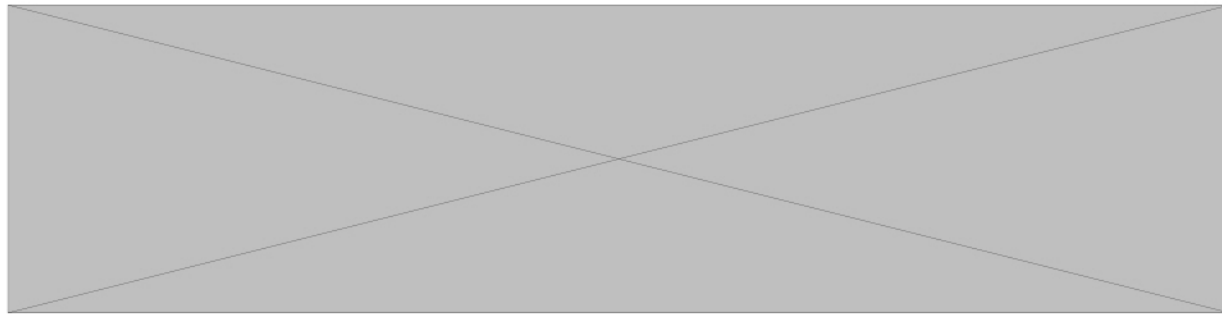


From: Scott Cooper <scott@worldpatentmarketing.com>
Sent: Thursday, May 7, 2015 6:23 PM
To: Non [REDACTED]@boltwebsolutions.com>
Cc: Non Responsive [REDACTED]@boltwebsolutions.com>
Subject: RE: please get inventiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

I have Whitaker here this afternoon – can we talk in the next 30 min

Scott J. Cooper
CEO & Creative Director

(305) 330-9199 Direct
(888) 926-8174 ext 212
(305) 503-3458 Fax



From: Non [REDACTED]@boltwebsolutions.com]
Sent: Thursday, May 07, 2015 2:11 PM
To: Scott Cooper
Cc: Oliver Cheatham
Subject: Re: please get inventiontown live tomorrow - also I cant put a metatag or anything at the bottom - is there something different about this

ok, i have my guy working on it - it will be up & running on a wpengine today (we are moving it off the rackspace cloud server its on now...)

On Thu, May 7, 2015 at 1:17 AM, Scott Cooper <scott@worldpatentmarketing.com> wrote:

Scott J. Cooper
CEO & Creative Director

[\(305\) 330-9199](tel:3053309199) Direct
[\(888\) 926-8174](tel:8889268174) ext 212
[\(305\) 503-3458](tel:3055033458) Fax

From: Scott Cooper <scott@worldpatentmarketing.com>
Sent: Monday, May 25, 2015 1:51 AM
To: (b)(6)@boltwebsolutions.com>
Subject:

Can u add to cooper idea foundation site a directors page

Me
Matt Whitaker
Diana caparotta (her pic is on her LinkedIn)

Scott J. Cooper
CEO & Creative Director

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139

305-330-9199 Direct
888-926-8174 Ext 212
305-503-5458 Fax

Sent from my iPhone

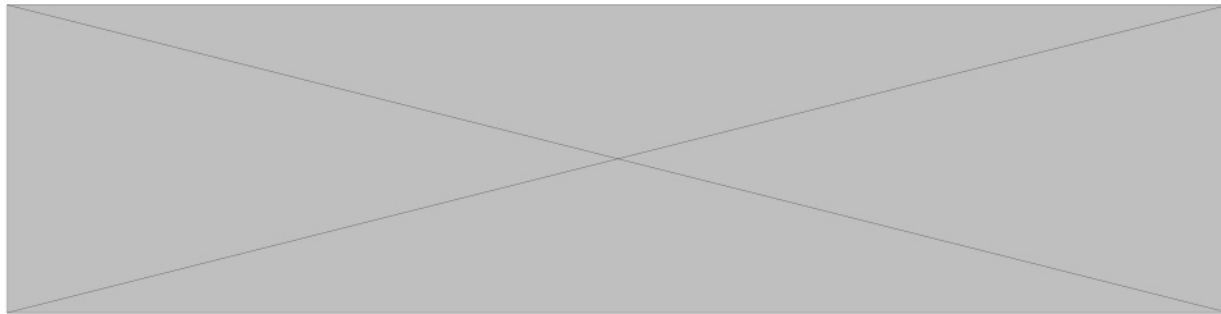
From: Scott Cooper <scott@worldpatentmarketing.com>
Sent: Tuesday, February 17, 2015 8:20 PM
To: (b)(6)@boltwebsolutions.com>
Subject: RE: Fwd:

Can u give me a normal fucking blog email

Graphic is fine

Scott J. Cooper
Managing Director

305-330-9199 Direct
888-926-8174 ext 212
305-503-5458 Fax



From: (b)(6)@boltwebsolutions.com]
Sent: Tuesday, February 17, 2015 3:18 PM
To: Scott Cooper
Subject: Re: Fwd:

What is the email going to look like now

simple, logo, title, summary and link to blog post

Also – why did u put all the whitaker shit in there

they were just trying to get images to work - so they dumped that in for testing. that wordpress extension has already been deactivated - so that wont go out any more.

Also – the graphic on top of the blog should say submit your idea – we don't want them to click there is they already submitted an idea

how about this one? it says "protect your idea now"

On Tue, Feb 17, 2015 at 2:58 PM, Scott Cooper <scott@worldpatentmarketing.com> wrote:
What is the email going to look like now

Also – why did u put all the whitaker shit in there

Also – the graphic on top of the blog should say submit your idea – we don't want them to click there is they already submitted an idea

From: (b)(6)@boltwebsolutions.com]

FTC-18-0836-A-000117

Sent: Tuesday, February 17, 2015 2:28 PM

To: scott cooper

Subject: Fwd:

we will build this without the "salary cost per team" for now

----- Forwarded message -----

From: **Scott Cooper** <scott@worldpatentmarketing.com>

Date: Sun, Feb 15, 2015 at 10:35 AM

Subject:

To: Diana Caparotta <diana@worldpatentmarketing.com>, (b)(6) <[@boltwebs.com](mailto:(b)(6)@boltwebs.com)>

In going to need for u to evaluate the sales managers performance - I am going to show you where to look at reports

Now that you have more free time because of payroll being automated you will be able to perform some of these tasks

Need to have a formula to track expenses per team and manager efficiency

Need to look at average revenue per transaction, percentage of closed transactions, number of agents, salary cost per team, lead cost for each team

(b)(6) any way you can help here?

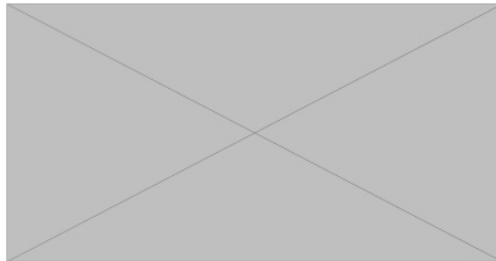
Sent from my iPhone

From: scott cooper <scooper@ivorypartners.net>
Sent: Friday, November 21, 2014 9:51 AM
To: (b)(6) <[REDACTED]@boltwebsolutions.com>
Subject: Let's build a Wikipedia page and use Whitaker to make it credible

Sent from my iPhone

From: (b)(6)@boltwebsolutions.com>
Sent: Wednesday, February 11, 2015 5:05 PM
To: Scott Cooper <scott@worldpatentmarketing.com>
Cc: (b)(6)@boltwebs.com>
Subject: Re: News from World Patent Marketing

On Wed, Feb 11, 2015 at 11:46 AM, World Patent Marketing <scott@worldpatentmarketing.com> wrote:



World Patent Marketing

Press Release

World Patent Marketing Expands Its International Footprint As China Surpasses the United States To Become Largest World Economy

World Patent Marketing expands its China presence and announces plans to open offices in Hong Kong and Shanghai.



World Patent
Marketing Makes A
Big Move As China
Surpasses the United
States

New York, New York - February 6, 2015 - [World Patent Marketing](#), the world's fastest growing patent, idea protection and inventor services organization, announced plans earlier this week to include three China Patents as part of its core product portfolio. As reported by China Law and Practice, "China's State Intellectual Property Office released its draft patent administrative enforcement rules for public comment on January 27. The draft places in greater emphasis on the quality and professionalism of local Intellectual Property officials, tackles procedural issues and provides greater guidelines for online infringement."

"China has become the largest economy in the world." says Scott Cooper, Managing Director of World Patent Marketing, "The US is still the richest, but we can not ignore the global power tilt and I am encouraging all of our inventors and manufacturers to take a very careful look at the opportunity loss by not seeking patent protection and licensing in China."

"I am pleased to announce that once again World Patent Marketing is on the cutting edge of the worldwide patent protection industry." says Jay J. Ward, Director of Strategic Planning, "We are now offering to our more discerning clientele access to three types of China patents. This is not for everybody but for those who are forward thinking, the potential licensing opportunities in China could be limitless."

China doesn't seem to want the crown according to China Daily. "The [National Bureau of Statistics]

does not countenance these claims by some scholars and media organizations [that China has overtaken the US as the world's largest economy]," said Ma Jiantang, head of China's National Bureau of Statistics (NBS) said in a press conference. Why is China being so defensive? Being the "biggest" comes with expectations. And especially dangerous for China's leaders are those from its own people.

About World Patent Marketing

World Patent Marketing is the world's fastest growing Patent and Inventor Services Company. World Patent Marketing specializes in offering high-quality and affordable patent services to inventors. The company and its employees are well known in the industry for knowledge and expertise in patent research, patent filings, patent searches, invention studies, utility patents, design patents, PCTs, European Union Patents, manufacturing, licensing and more. World Patent Marketing employs and contracts with over 350 people across four continents.

World Patent Marketing Achievements

World Patent Marketing is the only patent assistance company in history to be awarded a five star review rating from Consumer Affairs, Google, Trustpilot, Shopper Approved, Customer Lobby and ResellerRatings.com. World Patent Marketing has received accredited status and is an A Rated Member of the Better Business Bureau. World Patent Marketing is also a proud member of Dun and Bradstreet, the US Chamber of Commerce, the Association for Manufacturing Excellence, the International Licensing Industry Merchandisers' Association (LIMA), the South Florida Chamber of Commerce, the Greater Miami Chamber of Commerce, and the Miami Beach Chamber of Commerce.

Contact Information

World Patent Marketing

World Patent Marketing
Scott J. Cooper, Managing Director
and Principal Shareholder

World Patent Marketing Advisory Board
Matthew G. Whitaker, Former Iowa US
Attorney and US Senate Candidate

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The History Channel and Newswatch Feature World
Patent Marketing on January 29, 2015



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This email was sent to scott@worldpatentmarketing.com by scott@worldpatentmarketing.com | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

World Patent Marketing | 1680 Meridian Avenue | Suite 600 | Miami Beach | FL | 33139

THIS IS A TEST EMAIL ONLY.

This email was sent by the author for the sole purpose of testing a draft message. If you believe you have received the message in error, please contact the author by replying to this message. Constant Contact takes reports of abuse very seriously. If you wish to report abuse, please forward this message to abuse@constantcontact.com.

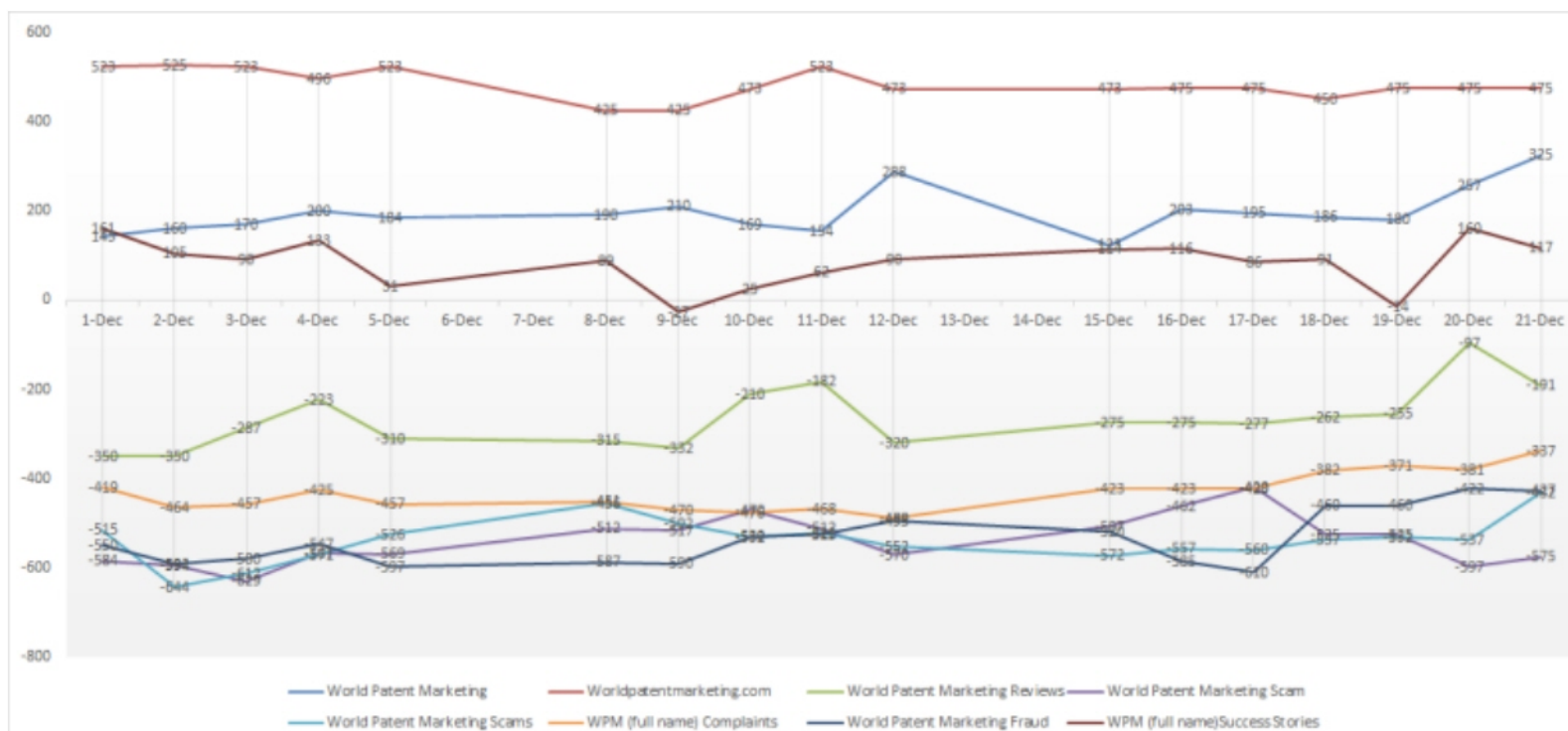
From: (b)(6)@wpmemail.com
Sent: Tuesday, December 23, 2014 10:05 AM
To: scooper@ivorypartners.net; scott@worldpatentmarketing.com
Cc: (b)(6)@tgk-asia.com; (b)(6)@tgkandassoc.com; (b)(6)@boltwebsolutions.com; (b)(6)@worldpatentmarketing.com
Subject: WPM Google Evaluation Result Report 12/23/2014

Scott,
Below is the WPM Google Evaluation Result Report for 12/23/2014.

New appearances: "Former US Attorney Matthew G. Whitaker Extends His Membership On The World Patent Marketing Advisory Board ..."

See other comments below.
Thank you.

	1-Dec	2-Dec	3-Dec	4-Dec	5-Dec	8-Dec	9-Dec	10-Dec	11-Dec	12-Dec	15-Dec	16-Dec	17-Dec	18-Dec	19-Dec	20-Dec	21-Dec	
World Patent Marketing	143	160	170	200	184	190	210	169	154	288	123	203	195	186	180	257	325	+
Worldpatentmarketing.com	523	525	523	496	523	425	425	473	523	473	473	475	475	450	475	475	475	+
World Patent Marketing Reviews	-350	-350	-287	-223	-310	-315	-332	-210	-182	-320	-275	-275	-277	-262	-255	-97	-191	-
World Patent Marketing Scam	-584	-594	-629	-567	-569	-512	-517	-470	-512	-570	-507	-462	-420	-525	-525	-597	-575	+
World Patent Marketing Scams	-515	-644	-612	-571	-526	-456	-502	-532	-522	-552	-572	-557	-560	-537	-532	-537	-432	+
WPM (full name) Complaints	-419	-464	-457	-425	-457	-451	-470	-476	-468	-489	-423	-423	-423	-382	-371	-381	-337	+
World Patent Marketing Fraud	-550	-592	-580	-547	-597	-587	-590	-530	-525	-495	-520	-585	-610	-460	-460	-422	-427	-
WPM (full name)Success Stories	161	105	90	133	31	89	-27	25	62	90	114	116	86	91	-14	160	117	-



World Patent Marketing

- first negative reviews appears on the 9th position, followed by another on the 16th.
- No other negative hit (previous day it was at 9th and 18th, but there was a negative industry hit in between)

- all positive reviews except at 22nd spot.

World Patent Marketing Reviews

- negative wpm hit moved up a post from 4th to 3rd.
- Yahoo Answers jumped from 12th to 5th
- another negative wpm hit on the 7th spot - a total of 3 negative wpm hits on the top 10 where previously there was only one.

World Patent Marketing Scam

- negative industry hit jumped two spots up from the 6th to 4th.
- two negative hits at the top 5, previous day there was only one.
- too many negative hits especially at the top 20. need more positive hits to improve score.

World Patent Marketing Scams

- yahoo answers at top spot.
- negative industry hit replaced by a negative wpm hit 7th spot
- a negative wpm hit replaced by negative industry hit at 12th spot.
- negative industry hit replaced by a positive hit at 13th and 17th.
- a positive hit replaced by a negative wpm hit at 15th.

WPM (full name) Complaints

- negative wpm hit replaced by a positive one at 5th, switched places at 6th.
- positive hit switched places with a negative industry hit at 14th and 15th.
- three consecutive negative industry hits from 17th to 19th and 26th to 28th

World Patent Marketing Fraud

- no movement until the 21st and 22nd spot, where two positive wpm hits were replaced with negative industry hits.
- 26th spot was replaced by a positive wpm hit.

WPM (full name) Success Stories

mostly neutral hits.

From: (b)(6)@boltwebsolutions.com>
Sent: Tuesday, December 9, 2014 8:58 PM
To: scott cooper <scooper@ivorypartners.net>; jillian@worldpatentmarketing.com
Subject: Fwd: All my leads are gone

was this the user that was terminated & then was added back?
when a user is terminated -- we take all his "status=lead" leads and push it into the "recycled pool"

----- Forwarded message -----

From: Nelson Santos <nsantos@worldpatentmarketing.com>
Date: Tue, Dec 9, 2014 at 3:37 PM
Subject: All my leads are gone
To: tech@worldpatentmarketing.com

My issue still has not been fixed

Former Candidate for the United States Senate and ex US Attorney for Iowa Joins World Patent Marketing Advisory Board.

MIAMI BEACH, Fla., Oct. 23, 2014 /PRNewswire/ -- Matthew G. Whitaker is a former US Attorney for the Southern District of Iowa. He was appointed June 15, 2004 by President George W. Bush.

"World Patent Marketing has become a trusted partner to many inventors that believe in the American Dream," said Matt Whitaker in a statement, "I have always admired World Patent Marketing and its innovative products and dynamic leadership team. It's an honor to join the World Patent Marketing board."

"To invent, you need a good imagination and a pile of junk."

— Thomas A. Edison

Nelson Santos
Project Manager
[888-926-8174 ext 231](tel:888-926-8174)
[646 412-5986](tel:646-412-5986)
nsantos@worldpatentmarketing.com



WORLD PATENT MARKETING

Smart Product Building with Customer Intelligence



CORE SERVICES



BRANDING



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INTELLIGENCE



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MANUFACTURING



FREE PATENT
REFERRAL



WORLD PATENT
MARKETING



ACCELERATING THE INNOVATION CYCLE WITH CUSTOMER INTELLIGENCE

The invention business is risky. Companies cannot afford the time and expense of developing a product that no one will buy. To make profitable decisions, you need a system of feedback from consumers, buyers and business partners at the lightning speed of modern business. This intelligence leads to faster product development, strong brand loyalty and satisfied customers.



CORE SERVICES

WPM Certificate of Endorsement

Media Department - Press Release

Trade Shows

Licensing Outreach

Premium Listing on
NY Inventor Exchange

Smart Product Sell Sheet

Licensing Negotiations

Certificate of Endorsement



SCOTT J. COOPER
CEO & Creative Director

Scott J. Cooper is the CEO and Creative Director of World Patent Marketing's invention team. He is also the Director and Founder of The Cooper Idea Foundation, a non-profit organization dedicated to providing funding for special causes around the world.

OUR INVENTION TEAM ADVISORY BOARD



AMBASSADOR & LIEUTENANT
GENERAL

DELL L. DAILEY

Head of the US State Department's counter terrorism office from July 2007 to April 2009, after a 36 year career in the US Army.



PROFESSOR OF INFECTIOUS
DISEASES

AILEEN M. MARTY

Appointed to President Barack Obama's Presidential Advisory Council on Combating Antibiotic-Resistant Bacteria (PACCARB).



GENERAL IN ISRAEL DEFENSE
FORCES

NITZAN NURIEL

Honored by the US Congress for his commitment to Counter Terrorism and World Security. Director of Israeli Counter Terrorism Bureau.



FORMER UNITED STATES
ATTORNEY

MATTHEW G. WHITAKER

Appointed by President George Bush. Republican Candidate for US Senate. Director of Foundation for Accountability & Civic Trust.



VICE ADMIRAL
UNITED STATES NAVY

AL KONETZNI

Nuclear Submarine Commander, Deputy and Chief of Staff Fleet Forces Command, Pentagon, Commander US Pacific Fleet



MARTIAL ARTS CHAMPION

MOTI HORENSTEIN

Heavyweight Champion. Special Forces Commando Unit in Israel Defense Forces. Guinness Book of World Records Holder.



CANDIDATE FOR US CONGRESS

BRIAN MAST

Special Guest of Vice President Biden to State of the Union. Gulf War Veteran. Detonation Expert. Double Amputee.



AFRICAN PRESIDENTIAL
CANDIDATE

PASCAL KOYAGBELE

Central African Republic. Leader of KITE Political Party. Winner of Voice Achievers Award. Revolution of Happiness.



DEPUTY COMMISSIONER

RICHARD SULAKA, JR.

Macomb County Deputy Commissioner of Public Works. Honored by City of Warren as Volunteer and Mentor of the Year.



Miss Rhode Island
USA 2017

KELSEY SWANSON

WPM Goodwill Ambassador Focusing on breast cancer awareness and dedicated to ending the physical and economic isolation of those living with disabilities



PROFESSOR OF PHYSICS

RONALD MALLET

Ronald Mallett is a world famous American theoretical physicist, academic, and author. Famous for work on Einstein Time Travel theories.



DA VINCI ROBOTICS SURGEON

CHRISTOPHER SEAEVER

Doctor and General Surgery Faculty Preceptor at the University of Miami. General Surgeon at Holy Cross. Published in Journal of Trauma.



FOUNDER OF OCCUPY
DEMOCRATS

OMAR RIVERO

Candidate for Florida House of Representatives. Editor-in-Chief Grassroots political organization with over 3.3 million followers.



LEGENDARY ATTORNEY

ERIC CREIZMAN

Founding member of Creizman LLC. Prestigious New York Attorney. Recognized by Super Lawyers five years in a row.

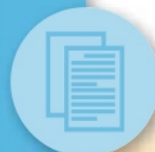
Media Department & Press Releases

We prepare professional press releases that spread the word about your business to every major news outlet and media service. That includes major search engines like Google, Yahoo!, and Bing. And we also deliver to opt-in subscribers and post on WorldPatentMarketing.com which reaches thousands of visitors each month. On your behalf, we reach out to local, regional, and national press agencies.



World Patent Marketing focuses your news department on the industries that are most important to your product and business. We can provide your product coverage all over the world, and place you in front of the people who matter to your success. World Patent Marketing uses the most advanced SEO and SEM techniques to reach the widest possible audience. We equip your press release with social sharing features that will give it broad reach and viral potential.

Embrace the future with social media. World Patent Marketing puts your news on top social networks, where customer interaction, reviews and word of mouth can spread the work. World Patent Marketing social media offers you extra reach for viral campaigns.



Trade Shows

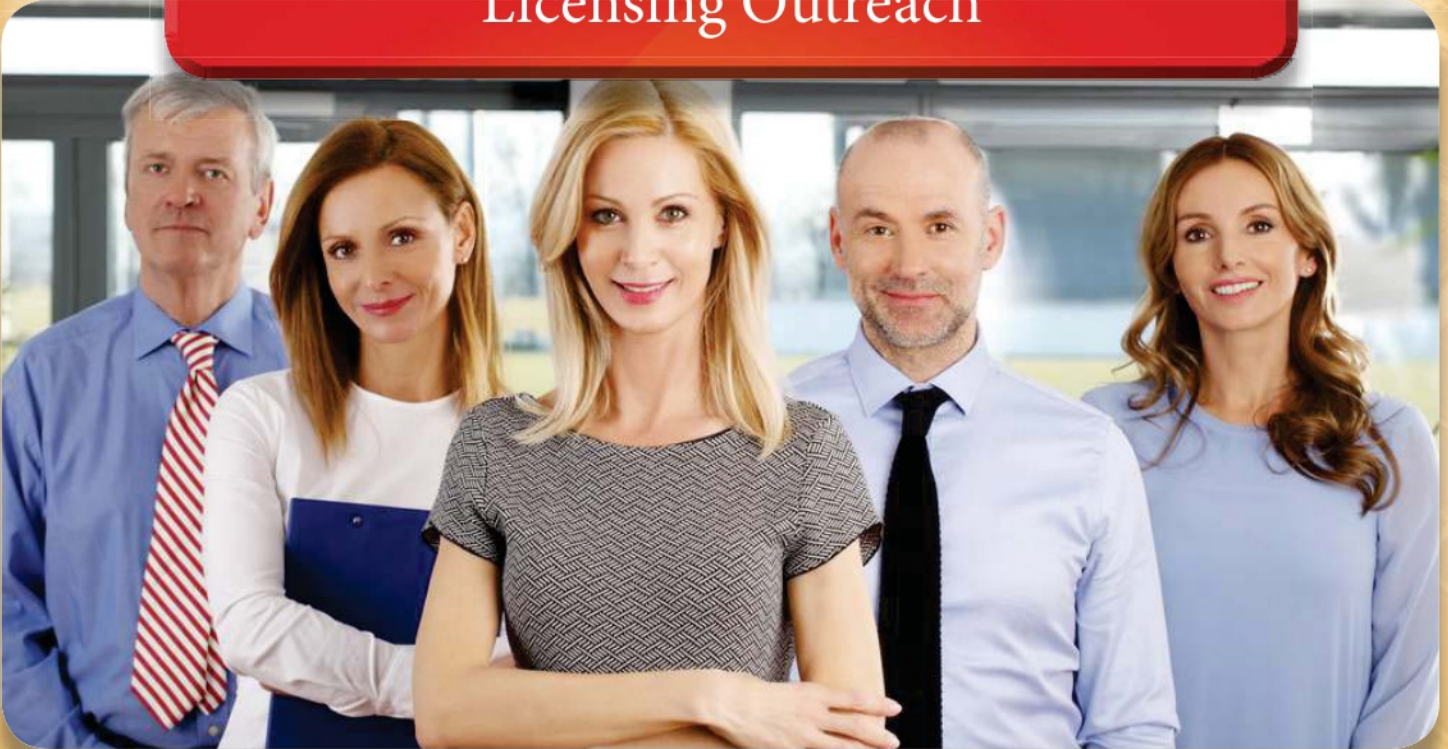


World Patent Marketing attends industry trade shows to promote our brand and our client's products. Industry specific trade shows are great opportunities for networking and marketing. It's a great place to scope out the competition, meet vendors and buyers, and stay on top of industry trends and opportunities.

Please note that while World Patent Marketing may occasionally choose to exhibit inventions at shows, we do not guarantee this as a service to our clients. Our main goal when attending trade shows is to grow our network and increase inventor opportunities overall.



Licensing Outreach



With World Patent Marketing Licensing Outreach Tools, you can quickly and efficiently reach out to manufacturers and licensees, who can provide the financial capital and resources to bring your product to market. They may purchase the rights to sell your product outright, or offer a contract in which you are paid a percentage over time -- typically as a royalty percentage based on sale of product. Our Licensing Outreach Tools allow you to maximize this lucrative product development path.

World Patent Marketing CEO & Creative Director, Scott J. Cooper, occasionally joins forces with select WPM clients who present products with extraordinary market potential. These projects can potentially yield unusually high returns.

- o Disruptive Technologies...
- o Controversial Products...
- o Game Changing Ideas...

Listing On New York Inventor Exchange



World Patent Marketing launched The New York Inventor Exchange on January 1, 2015. It is the first marketplace of its kind. It levels the playing field for independent inventors who have historically been bullied by multi-national corporations with deep pockets. The New York Inventor Exchange offers diverse markets which span inventors, entrepreneurs, manufacturers, engineers, and mobile app developers. "Launching the New York Inventor Exchange is a very proud day for us," said Scott Cooper, CEO and Creative Director of World Patent Marketing. "This has been my dream for almost five years. America was built on the premise that a small inventor can have a dream, work hard and make that dream a reality. The American Dream today doesn't seem real to many average Americans. I work with inventors every day who have great ideas but can't afford to go through an expensive patent, prototyping and manufacturing process. Our goal is to change that. Our members stay ahead of the curve by participating in a new marketplace intended to spur innovation with low-cost solutions."

What is a Smart Product Sell Sheet?

**JANUS**
C A S E S**WORLD PATENT
MARKETING**

In most aspects, a brochure ([link to page](#)) and a Smart Product Sell Sheet ([link to page](#)) have many similarities. Both are great marketing tools to present the company and the product. Typically, they are used in support of your sales efforts, given in business conventions and exhibitions or presented to potential consumers. They are mostly printed on similar sizes on the same type of paper. The most noticeable difference, however, is that a Smart Product Sell Sheet is not folded. Also, the information presented can be technical and more in-depth than a brochure.

Why is it important?

A Smart Product Sell Sheet answers the following questions:

- What products or services do you offer?
- How will these products and services benefit me?
- How much will I will pay for them?
- How do I contact you?



With all this information, it is important to present your Smart Product Sell Sheet in a clear and precise manner to retain your customer's interest. Before you create yours, here are a few essential things to know before you start designing.

What are the essential elements of creating a Smart Product Sell Sheet?

It should contain the following:

- Your logo and product name
- A catchy headline
- Intro paragraph
- High-resolution product pictures (including product SKU numbers)
- Benefits backed by data
- Contact info and a call-to-action



Despite being a technical document, a Smart Product Sell Sheet should still contain a concise headline and a call-to-action. The intro paragraph should provide a succinct summary of the information about the products and services. The bulk of it should contain the specifications of your product or service, and if possible, comparative data against your competitors. Finally, it should give your potential client information about your company, particularly your contact details.



A Smart Product Sell Sheet may be more technical and informative than a flyer or brochure, but that doesn't mean design is just a second thought. When designed properly, it can become a virtual tour of your product or services. Use the large space provided by the flat sheet to create a design consistent with your product and your company.

It goes without saying that a company with multiple products to sell would illustrate each item with a corresponding picture. However, ALL company Smart Product Sell Sheet should try to include some relevant images to break up the copy elements and to make the overall piece more interesting for the viewer. Use pictures of your staff in action, customers enjoying your products, or your products in action to communicate something unique about your company.



When should I use a Smart Product Sell Sheet?

While the flyer or brochure can provide a brief overview of your product and service, a Smart Product Sell Sheet can give a more in-depth approach to marketing a product. Technical products such as equipment or software can greatly benefit from this format as well. Real estate services can also take advantage of it, especially if it includes comparative data between competitors.

It can be a persuasive part of a marketing plan, especially for customers who are on the fence and want to know more about the product. It is also useful for press releases where reporters and content creators need specific details for factual reporting. Finally, you can give them to potential distributors and store owners who would be interested in putting it on their shelves.

Licensing Negotiations

Inventor Friendly

With the pace of innovation and shorter product life cycles, companies are in need of new inventions.

Distribute Worldwide

Licensing allows inventors to leverage a company's brand and position in the marketplace.

Lower Cost and Risk

The inventor supplies the intellectual property while the company ramps up manufacturing and sales.



Key Components to Licensing

Licensing could very well be the most lucrative way to make a living today. At its basics, licensing is the selling of intellectual property to a person or business that wishes to produce it for a profit. The intellectual property could be a patent, copyright, or an idea.

Actually, licensing got much of its start with Disney's creation of Mickey Mouse some 80 years ago. As the character took off in popularity a businessman who wanted to put the character on 10,000 wooden pencil boxes paid for permission to do so. Thus, licensing was born. Since then, there has been all sorts of products with the Disney characters on them, from shirts to lunch boxes. In all of these items Disney receives a percent of the wholesale price of anything depicting its characters. They don't need to manage all sorts of factories, worry about payroll to all of its employees, find distributors, nothing. After the manufacturer does all the work to make and sell the product, Disney receives a lion's share of sales. If this is not an argument for licensing, I don't know what is!

Common Licensing Questions...

But wouldn't I make more money if I manufactured it myself?

The short answer is "yes". But then reality hits. Handling the manufacturing either domestically or overseas requires a large investment of time and money. First you will need a rock-solid business plan, inventory financing and product liability insurance. You must work with engineers, industrial designers, sourcing agents and establish a sales and marketing team for distribution. Tooling can cost 10s of thousands of dollars and commonly exceeds \$100,000 – and that is before you have manufactured or sold a single unit. Becoming a vendor to the large retail stores is extremely difficult especially if you only offer a single product, and if you do, you often don't get paid until 90 days later.

It is a tough road and very few ever become successful. But if you are willing to risk your home, car, and financial security and have the needed skills to manage a factory and make your product sell, I hope the best for you. It is an option and some people do succeed. Yet the main question for any investment ought to be, "How can I limit my risk as much as possible and maintain the greatest reward possible?" And I would suggest the best answer to this question is found in licensing.

Will companies actually pay me for my invention?

Not only will they pay you, but if your invention sells, they will pay you handsomely. There is a reason why these businessmen are where they are. They did not get to the top of a company through a lack of business sense. Rather, they understand that good business transactions reward those who make you money and increase the value of your stock.

So, if you make them a profit they are more than willing to compensate you. They have good reason to treat you well. Their sole business is to manufacture and distribute products that will sell, and since the market is changing so often, they are always in need of new ideas.

Which company should I license my invention to?

Picking the right company to license your invention is crucial in the first stages. Without knowing where to go you are destined to endlessly search in the wrong places. It is important to research the specific industry and markets to understand where your invention would sell and which company has a strong brand and the distribution channels to fully exploit your invention.

Be sure to avoid companies that manufacture a product on a job basis. They have no distribution channels and are quite expensive. To get your product on the shelves you still have to do all of the work of packaging, marketing, and distribution. There is a great financial risk in the beginning when working with these manufacturers since they require upfront money to produce your product on a per unit basis.

What aspects of the licensing agreement should I be aware of?

As we have always said, we seek to establish fair and lucrative deals for the inventors that we represent. But to do this there must be certain elements present in the licensing agreement. The following is a short list of some of these elements that you should be aware of.



1. Advance in royalty fees: For exclusive license agreements, it is very common that the licensee would pay an advance toward the first year's royalty.
2. Yearly minimum royalty or performance requirements: This is either a yearly minimum payment or a yearly unit volume that the licensee must hit to retain exclusivity. The amount usually gets larger every year to allow for the licensee to ramp-up and distribute your product. Also, it provides the inventor with assurance that the licensee will seek to develop your invention and not just let it sit dormant.
3. Insurance covering the inventor: This is an agreement that the licensee will, at their cost, buy an insurance policy covering the inventor for \$1,000,000 in damages and send the inventor a certificate which shows that they are on the policy. Such a clause in the agreement provides protection for the inventor in the event that the invention causes harm or injury to those who use it.
4. Right to an audit: If the numbers do not seem accurate, we can arrange for an audit to be done by an accounting firm in order to determine if the royalty checks received were fairly distributed.



BRANDING

Product Names

Product Logos

Web Banners

Tag Lines

Personal Product Web Sites

Social Media Installations
(Facebook, Twitter, Pinterest)

Mention on WPM Social Media



Branding is important for each and every business. Your brand sets your product apart from the competition. Brand development should be integral to product development. It is not simply an afterthought. Branding should begin before your invention is fully developed.

When you enter into a relationship with a well-known invention powerhouse like World Patent Marketing, you create instant “brand credibility” in the market, with both consumers and investors. World Patent Marketing brings you the power of a team that includes government leaders, academic institutions and major corporations the world over. Our strength in the marketplace provides your product an initial lift, until it can fly on its own.



Positioning for Established Brands

For products that have an established image, we can refine their brand image while retaining the positive elements critical to their market position.



We pay close attention to consistency with core values, while revamping and fine tuning the brand message. We bring in new ideas, creativity, and most of all, innovation. World Patent Marketing develops branding that supports and extends existing product lines.



Every brand is a promise. It is the key to your relationship with the buyer. A clear consistent message is the foundation of that relationship. We respect that message and that relationship, building upon the positive elements while updating and modernizing to adapt to new products and new conditions while retaining loyal customers.

PRODUCT NAME

You need a fabulous name for your new product. A great name makes it clear that your product is different from all existing products in your category. It should be instantly recognizable. The name can be descriptive, as in Goodyear Tires, or a new word, as in Kleenex or iPod.



PRODUCT LOGO

Your logo is the “avatar” of your brand. It often contains the brand name, but not always. It will appear on your website, packaging, letterhead and all advertising; the logo must be instantly recognizable.



WEB BANNER

Think of your web banner as the entrance to your store. Like a physical store, that entrance says a lot about your product and brand. The web banner conveys your brand image at the first glance. It needs to be targeted to your customer demographic.



TAG LINE

The tagline is a one-line summary of your product and brand. Famous taglines include, “It’s the Real Thing” for Coke, “The Ultimate Driving Machine” for BMW, and “Think Small” for Volkswagen. We will help you to distill your product image into a winning tagline.

PERSONAL PRODUCT WEB SITE

We create product websites that foster success. Our developers build advanced responsive websites that showcase your product to its best advantage, incorporating your branding elements and targeted to your



demographic. World Patent Marketing websites take advantage of the most sophisticated web tools, like SEO and PPC, and fully integrate with social media.

SOCIAL MEDIA INSTALLATION

Our inventors get a leg-up on the competition, through the use of World Patent Marketing social media sites. Our large audience gives your product instant customer reach that it can take months to develop on your own. We also help you develop your own voice on the most important social media channels, like Facebook, Twitter, and Pinterest.

It's quite simple, these days, social media is not an option, it is a necessity. Social Media networks provide outlets for promotion of new products of every description. Our social media experts will create professional quality accounts for your product on all of the top platforms, such as Facebook, Twitter, and Pinterest. Your account will be custom-created with unique banners that incorporate your brand image and message.



Facebook

Facebook is the social media giant. It is the largest social media network on the web and the best known. Facebook boasts more than 1.71 billion active users, an active user is anyone who has signed on in the last 30 days. Since its inception, Facebook has grown from a website devoted to college students at Harvard, to eventually include a worldwide user interface. Facebook offers an easy convenient way for family and friends to keep in touch on every continent, as well as an easy way to check up on news, shopping, restaurants and celebrity gossip.

Facebook is an essential social media platform for every business. it offers a bonanza of options for delivering your message to fans and potential customers. On Facebook you can share stories, photos, and videos about your product. Maintaining a Facebook



account is easy, there are many tools available for businesses, including scheduled sharing and paid reach. This can be one of the best ways to target new customers and create buzz.



Twitter

Twitter is the social media platform with the broadest reach. It is incredibly easy to spread the word on Twitter. With a single Tweet, you can deliver your message instantly to millions of potential customers. And Tweets are incredibly easy to do. A Tweet consists of a short text message that is less than 140 characters. You have to keep it short on the Twitter Feed. But, while the text message length is short, you can upload and send photos, videos, and links to your own or other webpages. Twitter is one of the top ten websites in the United States and has 320 million active users around the world. As with Facebook, content on Twitter can go viral, as it is incredibly easy for your customers and fans to share and reTweet your messages.

Interesting and varied content is the key to getting viral sharing on Twitter. Because it is so easy to reTweet content with hashtags, a great post can spread fast. If you can tap into a user with a lot of Twitter followers, your content can go viral. Twitter experts point out that posting a balanced variety of media is important on Twitter. People want to see new and interesting stories about a variety of topics, not just a reTweet of your latest announcement. So mix up your own original content with interesting stories and articles you find on the web or create yourself.



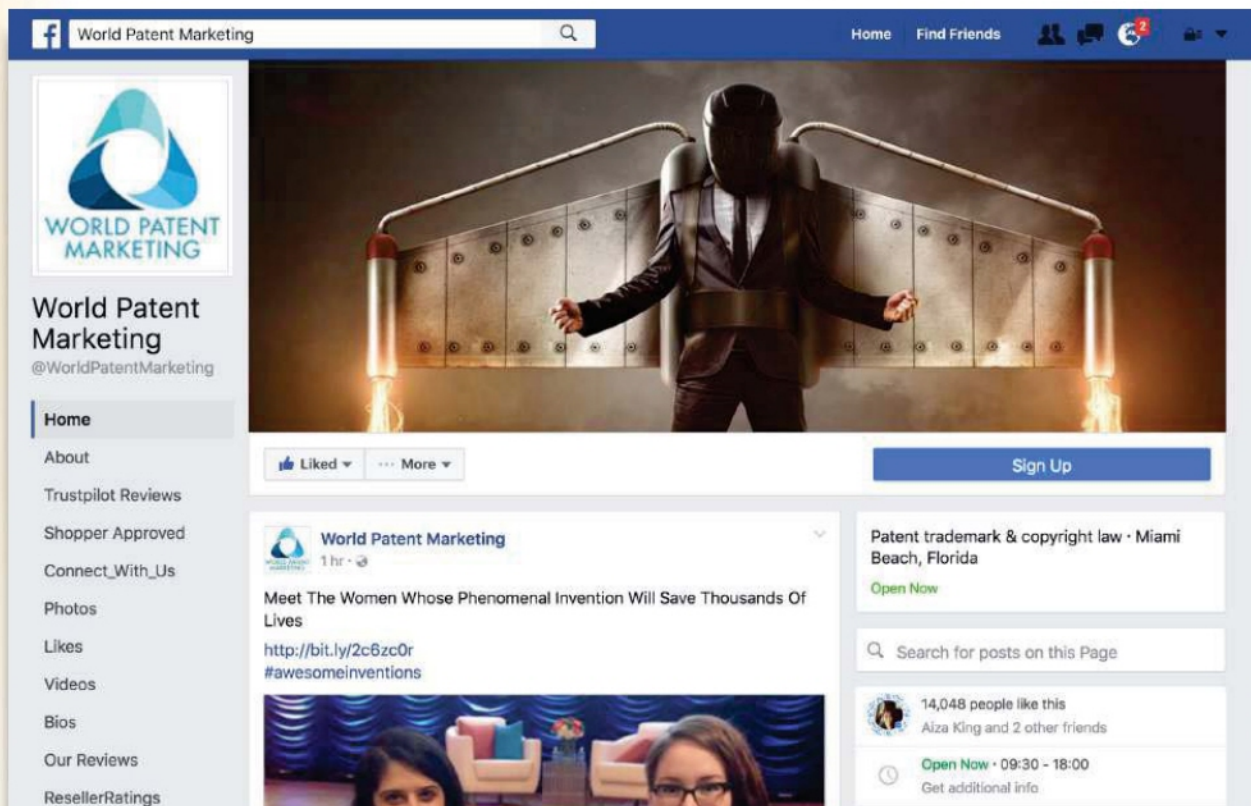
Pinterest

Pinterest is a digital bulletin board. It is all about visuals. This makes it a great platform for inventions and products that easily convey through pictures, like fashion, food, gifts, crafts, and inspirational posts. The tagline is "Pin what you love." Fans of Pinterest create bulletin boards of pictures around their favorite interests, like coats and shoes, gardening, lattes, or quilts, for example. It is incredibly easy to use and has a dedicated user base. If you have great pictures of your product, especially if it looks good in photos of it being used, this can be a great way to create buzz and interest for your product.

Pinterest is different from Facebook and Twitter, in that the majority of the users are women. It is dominated by women's topics like fashion, diet, exercise, beauty products, pretty pictures, crafts and recipes. Products geared to these demographics tend to do

best on Pinterest. On the other hand, it is extremely valuable for every product in terms of search engines, a Pinterest page almost always shows up on the front page for any topic. Because of this, every product should have a strongly developed attractive Pinterest site. You can also post product details and maps to your Pins, which makes it easy to use, and a good source of product information. We will place a unique post on at least four different World Patent Marketing social media sites linking to your online media. One post alone is enough to make others take notice of your product.

MENTION ON WPM SOCIAL MEDIA



World Patent Marketing has an established and far reaching social media campaign. We have a strong presence on every important platform. When you have a relationship with us, we post your product on our sites and boost your visibility with the power and reputation of our social media platforms and strong brand presence.



DIGITAL MARKETING PACKAGE

Marketing Video

Blog Article

Content Marketing

Search Engine Optimization

Social Media Marketing

Influencer Marketing

Digital Advertising

Social Media

Competitor Analysis



MARKETING VIDEO

Tell your product story, with the power of video. No other media is as compelling as video in conveying the purpose, promise, image, and emotional appeal of your product. Video can quickly show how your product is used, what problems it solves, and why they need it. Also, watching video is simply more fun and engaging than scanning pages of texts. Video creates the emotional connection that leads to sales conversions.

Video has been proven to be a key component to any online campaign. It increases conversions dramatically. When customers “see” a product in action, it is much easier to understand and more potent than long pages of product descriptions and text. Video can convey the entire message in seconds. In 2015, over \$6 billion was spent on video advertising. And video is critical to search, Google automatically ranks websites with video on them higher than other websites with similar authority. It’s no longer a choice, video is now integral.



BLOG ARTICLE

When it comes to product branding, reputation building and sales, a blog is considerably more than just a quick couple of paragraphs tossed off when you have a free moment. Writing a professional quality blog that will get results is a specialized process that takes knowledge and creativity. The purpose of blog posts is to keep your product uppermost in the mind of your customers, with engaging stories about your product and other topics they may find interesting. Blogs are also designed to reach new customers. In order to reach new customers, blog posts need to rank well with search engines. This is done through careful selection of keywords, which can draw potential customers to your website through search engines like Google.

Blog posts are also more than just text, they need to look great too. Interesting images and videos not only help to tell the story, they also help to create interest. On business websites, you can't simply share images found elsewhere on the internet. Images need to be selected or created that are original and can legally be used for commercial purposes. Our bloggers have experience creating and editing images, as well as providing the correct sizing, optimization and tags which are important for ease of use and search engines.

And of course, the purpose of the post is to build brand awareness and sales. Every post contains a strong "call to action." In the case of a sales message, the "call to action" is obvious, push the button or go to the store and buy the product now. However, there are also more subtle actions in brand building. Commonly you will find suggestions to "go to our website," "read more," or "stay updated," in many commercial blog posts. These are important in building interest for future products and releases, and as a way to maintain contact with buyers.

CONTENT MARKETING

Digital content is the backbone of every online marketing campaign. The content needs to be organized and coordinated for maximum benefit and reach. Brand features, target audience, media platform, and product all need to be taken into account and balanced into an effective, engaging campaign that drives sales and growth. It's not an easy task, but because of our vision, World Patent Marketing excels at influential content marketing.



SOCIAL MEDIA MARKETING

To succeed at social media marketing, you need to have two things down cold. You need to understand your customer, and have an in-depth understanding of the intricacies of the various social media platforms. To achieve results, you must know whom you want to reach, and how to get your message in front of them. Every social media platform is different, and we know how to make them sing.

Email Marketing

Get the most out of your email market campaign. Our email campaigns are fully integrated with your online presence, website, press release strategy, and social media. This integrated approach creates more impact across every platform. Our email system creates strong impactful messaging, combined with technical necessities like lead capture, conversion metrics and CRM (customer-relations-management).



INFLUENCER MARKETING

At World Patent Marketing, we help you reach out to important people in your industry or field. These people are known as "influencers." Our connections can provide a host of possible relationships with individuals your customers trust.

DIGITAL MARKETING

Reach beyond your existing customer base and grow your brand, with digital marketing. Through a variety of techniques, using search engines, social media, and display ads, we can



target demographic audiences with precision that gets results. Give your product a boost through the power of digital data and targeted marketing.

Analytics & Conversion Rate Optimization

World Patent Marketing will help you understand the data regarding the sales process of your product. Through our proprietary analysis, we take that data, crunch it, collate it and present it to you in a way that is useful and can have real impact on your business. We help you identify key points in the customer journey that can be targeted or improved. We can take that data and

find weak links, missed opportunities, and ways to improve the customer experience and sales. These analytics and conversion rate optimizations are the keys to constantly improving the customer experience and driving growth.

SOCIAL MEDIA COMPETITOR ANALYSIS

A first step in developing your social media voice and strategy is a thorough analysis of the competition. This is an essential task for many reasons. First of all, as you develop your unique voice and brand image, you need to be aware of what competitors are doing in order to be sure your message stands out as distinct and different. In addition, it allows you to track the latest trends in your market niche.



1. Identify Your Competitors
2. Identify Their Voice
3. What Is Their Fan to Follower Ratio?
4. How Active are They on Social Sites?
5. Engagement Rate with Fans
6. What Types of Content are They Posting?
7. Month-Over- Month Percent Growth
8. Don't Forget Google+, their Blog, and Website
9. Lastly, Paid Media
10. What Does This All Mean?

CUSTOMER INTELLIGENCE



World Patent Marketing's customer intelligence platform provides up-to-the-minute feedback about your customers. It allows you to make smarter, better decisions.

World Patent Marketing allows you to:

- Find and organize customers in your demographic target
- Create detailed customer profiles that increases understanding
- Capture valuable insights which can improve operations throughout the enterprise

Our data is based on community interactions, rather than one-off surveys. We believe that communities are more valuable, because the two-way conversation process allows us to develop a deeper understanding of the true motives and desires of the customer.

World Patent Marketing takes you beyond the data, to the people with their personal stories and motivations who make up your customer base.

Purchase Journey

The customer purchase experience must be seamless. Many businesses inadvertently create hurdles for their customers. We identify these pitfalls and improve the experience.

**Fundamental Market Decisions**

Get real-time feedback on pricing, packaging, positioning, and messaging. Save both time and money in assessing and adjusting key market decisions.

Innovation and Creation

Customer communities can provide useful ideas which may ultimately improve and refresh your product. This information helps you to stay ahead of trends and the competition.

Customer Intel

Get your customer intelligence straight from the horse's mouth, the customers themselves. Our system provides you with ongoing customer feedback that can be used to create new products, make improvements or variations on your existing products, and develop campaigns to engage your customers in a manner that provides maximum impact and bottom-line growth. Solve real problems with customer feedback and intelligence.

Innovate and Thrive

Develop products faster, with greater certainty and success with real-time customer feedback.

Deep Dive Insight

Our activity database yields a wealth of customer insights and understanding.

Know Your Customer

Place seemingly random customer actions in context. Which turn transactional shopper data into a well-rounded picture of deeper motivations and behavior of your customer base.



DIRECT RESPONSE TV

Television is the most powerful marketing media in history. The results have been proven over decades. Direct Response TV is tried and true. That's why we recommend it for many products. Our philosophy of "thinking outside the box" doesn't mean that we recklessly experiment or gamble with your resources. Direct Response TV may have significant up-front costs, but dollar-for-dollar, for the right product, it can put your product at the top of the heap.

30 second DRTV Commercial
60 Second DRTV Commercial



What is Direct Response TV?

Direct Response TV, also known as DRTV, is a particular type of television advertising. It is designed to allow the customer to purchase the product immediately, while watching television, either by calling in to a toll-free 800 number, or by using the web. This form of advertising is also known as Direct Response Marketing. It is very powerful, because it allows for immediate feedback, there is no waiting or tracking sales over days or weeks. A DRTV campaign produces results in real-time. These ads can range

from 30 second to two minute television commercials, and even to 30 minute infomercials. DRTV varies from brand building and awareness commercials in that the response is immediate and measurable.

**What is Direct Response TV good for?**

Direct Response TV harnesses the power of television with immediate customer feedback. This makes it a fantastic medium for launching new products. The feedback is immediate and the “impulse to buy” can be strongly measured in real time. The instant feedback loop can provide valuable information on customers’ needs and attitudes toward the product and message.

And success can be stunningly fast. DRTV is responsible for numerous overnight success stories and any number of products that have become household names. DRTV is a strong way to build a brand and product awareness, brand loyalty and a strong customer base.

What are the benefits of a Direct Response TV campaign?

The greatest benefit of DRTV is the ability to create instant sales and return on investment. These sales tend to be high-margin sales that yield quick profits in a short time-frame. Both shorter 30 second and longer 60 second spots provide management with instant information regarding the effectiveness of their messaging and consumer reaction to the product. We can take that feedback, assess it, refine it, and improve it to yield continually stronger results over time. DRTV campaigns build strong consumer interest and a loyal customer base, with high return on investment sales.

What kinds of products do best with DRTV infomercials?

DRTV is a great place for new inventions and innovative new products. Products that solve real world everyday problems and offer affordable solutions are likely to do well on DRTV. Ideally, DRTV products have broad consumer appeal, at an affordable “impulse buy” price point. Beauty products, kitchen and



household products, appliances, gardening products, and personal care products have all found success on DRTV.

How does DRTV media differ from other commercial media?

The most important aspect of DRTV is the strong call to action. In traditional branding media, the goal is not to create an immediate purchase, but to cement the product in the customer's mind for later purchase. With DRTV there is no waiting time, the message is to buy the product now, immediately, from the comfort of the couch.

Does anybody buy that stuff that you see advertised in the middle of the night?

Yep. They buy a lot of it. Fortunes have been made from late night DRTV marketing. But, DRTV is not just a 'middle of the night,' 'low rent' tactic. DRTV can air at any time of day, the particular time is chosen for maximum return on investment, and that can vary by product.



How is success measured with DRTV?

It depends on the particulars of your product, your market, and the details of your media campaign. There is no single success metric. But, most professionals in the industry use one or a combination of the following; Cost Per Order (CPO), Media Efficiency Ratio (MER), or Customer Acquisition Cost (CAC). CPO is the cost for each order for a campaign, you arrive at this number by dividing the cost for the media by the number of orders. MER looks at how much you bring in, the revenue, compared to the cost for the campaign. CAC is often used for products like prescription drugs, which bring in revenue for a long period of time into the future. In this case, they are most concerned about the customer acquisition cost, as profits are realized in the future.

These metrics are important snapshots of DRTV campaign success. The lower the CPO, the better. The higher the MER, as in the revenue compared

to the cost, the better. CAC provides a snapshot of the cost to acquire each customer. Industry trade groups and television marketing teams have developed database information on rates of return for different industries, time slots, and demographics. You can plan your campaign with these metrics, and compare its success against these benchmarks.

Does DRTV become less effective over time?

All television advertising, including DRTV, needs to be fresh and original. Typically, DRTV campaigns are refreshed after a year of air-time. This "refresh" may not entail an entirely new production, often editing can change the campaign enough to make it feel new.

Are upsells essential for a successful DRTV campaign?

Industry research shows that upsells account for 15% to 29% of orders. That's a big chunk of revenue. The creation of new and related products can help your new product become financially viable. When using DRTV, don't discount your upsell sales options.



Is DRTV the only thing I need to do to market my product?

You don't want to stop marketing with DRTV only. While it is a powerful sales and revenue generator, it also opens many new options for marketing and merchandising your product. The DRTV campaign creates a lot of orders through the immediate purchase process, but it also creates powerful brand awareness and follow on purchases, particularly in the digital media. Your campaign should have a mix of DRTV, digital marketing, email marketing, websites and SEO, radio advertising, public relations, and celebrity endorsements.

**How long does it take to produce a DRTV commercial?**

It varies by product and production values, but typically it takes from 2 to 6 months. This includes the entire process, from the beginning of the creative process, through scripts, shoots, and post-production. It can vary depending on the availability of talent, locations, production value, and available footage.

What is the proportion of DRTV sales online vs. phone orders?

This varies tremendously depending on the product. Different target audiences have different habits and expectations. An older audience may tend to use the phone for orders, while a millennial audience will order online. The trend favors online, with this sector growing rapidly and approaching 80% in some cases.

**Is a website necessary for DRTV campaigns?**

Yes. The website is essential for on-the-spot orders for people who prefer to order online rather than call, as well as for follow-on orders. The DRTV website should be optimized for all formats, with a call to action that supports your DRTV campaign.

Do I have to take phone orders, requiring a call center to take orders?

DRTV campaigns usually offer customers the choice of calling in their order or placing an order on the website. Ignoring phone orders eliminates one of the great strengths of a DRTV campaign. People can place a phone order immediately, without even leaving the couch; they can dial the number and speak to a helpful representative immediately without booting up a computer that might be in another room, waiting for the site to load, etc. World Patent Marketing provides overseas call centers that can provide real results at a reasonable cost, that can turn your campaign into a success.



Is My Product Right for DRTV?

Is the product unique and revolutionary?

Is your DRTV commercial new and exciting?

Boring and everyday is not going to cut it. If you can buy it cheap at Wal-Mart, why would a customer bother to get excited?

DRTV is all about new and different products. They don't have to be on the level of rocket science, but they should be original and solve real world problems. And the message must be compelling. It may not sound tough, but it takes a heck of a lot of interest to get someone who is happily relaxing in front of the TV to pick up the phone, fish out the credit card, and make that call. That's not easy. The key is to have a product that is revolutionary. This means, lots of people need it and can't get it anywhere else. Or, that you offer the same product for a far superior price. Or that the customer gets a lot more product and value than they could anywhere else.

Do I need a mobile website for DRTV?

Yes. A huge percentage of the public now access the web exclusively on their phones, and this percentage is growing every year. You do not necessarily need to have a dedicated mobile website, a responsive version of your website will do. But, it must be easy to use in the mobile version. Mobile websites are no longer option, they have become integral to the web experience, and thus to the online shopping experience.



Have you experienced dramatic results with DRTV products?

Yes, one product alone, The Snuggie, sold over 30 million units and grossed \$500 million. That's a pretty solid case for the power of DRTV. And The Snuggie is just one among many successful products that made their mark in this market.

Does the infomercial product have mass appeal?

DRTV is all about reaching a large broad-based audience. To do well and justify the costs of DRTV, a product must have mass appeal. It isn't that niche products aren't worthy or capable of success in the marketplace, it is simply that DRTV is not the place for them. Products that do well on DRTV can appeal to millions of



users, rather than thousands. Among the long-term best products are acne creams and weight loss aids. 30 million Americans suffer from acne, providing a market of suitable size. These is mass appeal for skin care products. Combined with a great DRTV ad and high production values, this has been a win year after year.

Weight-loss is also another hit on DRTV. More than half of Americans are clinically obese. Every one of them can use a weight loss program. Some other categories are products to

combat hair loss, fitness, and anti-aging. Notice a common trend here, all of these products solve problems that are embarrassing. The ability to order the product anonymously online through a DRTV ad may be particularly appealing. After all, who wants to stand in line at the store with the hair replacement formula in hand? Ideal DRTV candidates are products with mass appeal for a huge audience.

What are the typical margins for DRTV?

DRTV products should sell for at least 5 times the cost of goods. If you are selling a product for \$20, it should not cost more than \$4. The margin allows you to comfortably cover the high media costs required in a DRTV campaign. Many newcomers grossly underestimate their required margin, and even if successful in sales volume, can actually lose money on every sale.

However, there is an exception to the rule. Products that generate ongoing sales, such as a diet pill, skin care line, or prescription drug, that continue to generate sales over a long period of time may have dramatically lower margins for the initial purchase. The lower margins at the front end, are made up for with additional purchases of the product later on. Also, products that are available in stores and can be continually purchased again and again can have lower margins, as the DRTV is not the only driver of sales, but an addition to a complete retail merchandising chain.

Can the product be demonstrated on TV?

This is critical for DRTV success. You will need to show your product in action. Is it fun to use? Easy to use? Fast acting? Does the viewer know exactly what is going on just by watching your DRTV commercial? They need to be able to see it working. That is how they come to imagine what it will do for them. When it comes to DRTV, seeing is believing. Your product needs to be easily understood by the viewer just by watching.



Does the product offer a unique opportunity and great value?

Everybody loves a good deal. A great deal can be the key to success in the world of DRTV, where strong value statements are king. No matter what the actual cost/benefit, the DRTV ad should make a direct appeal to "perceived value." World Patent Marketing will help you to develop your messaging so that the perceived value in your offer shines through. We can take your initial product and expand it into an entire value system, by piling on the product benefits and offers. Since consumers love to get a lot for a little, expanding the offering can be a key to success.



Is celebrity talent necessary for DRTV?

Not for every product. There have been plenty of DRTV campaigns that didn't have a star or celebrity in sight. Often real people, folks like your viewers, offer more credibility for a given product. On the other hand, celebrities offer a certain type of instant credibility and name recognition. The right star can help to establish an immediate rapport with the audience and can truly move a product.

E-COMMERCE

World Patent Marketing has a profound and fundamental understanding of the world of e-commerce marketing. We understand all of the elements, from shopping feed management to pay-per-click, as well as social media, analytics, and e-mail marketing campaigns. We have tools to monitor the results, and we can measure every valuable metric, from your costs to conversion rates and campaign relevance. This allows us to fine-tune your campaign with confidence.

We leave nothing to chance. We constantly upgrade and refine, tweaking what we do, measuring the results, in search of constant improvement. We micro-manage every detail, to give your stunning results.

Our success is your success — that's the only measurement that counts.

Shopping Feed Management

Pay Per Click Management

Marketplace Management

Social Media Marketing

Email Marketing Management

This product is offered by the World Patent Marketing Custom Products Group. Please call for pricing.

SHOPPING FEED MANAGEMENT



Start Your Successful Shopping Feed Management System Here

World Patent Marketing has a shopping feed management team that can painlessly guide you through the hassle of implementing and optimizing product data feeds. We can explain in layman's terms how to create strategies to succeed within the current shopping networks, including Google Shopping, Bing Shopping, eBay, and other e-commerce sites.

And we don't stop at visibility and attracting customers to your website. We also focus on converting leads to sales and increasing ROI.

Enjoy a Breakthrough in Shopping Feeds Performance!

We have one objective for our clients, to increase ROI across the board. And that means that we have to increase visibility and target the right audience. We use data feed management strategies to segment the product lines.

We create product groups based on attributes and values. We look at the categories, bidding range, the style of product, male or female, top price, the season, the margins and sales volume to find products with a high likelihood of conversion at a profit. We tailor our shopping feed management strategies to convert leads and improve overall ROI. This goes far beyond visibility and customers on the site, it bears directly on profitability.



PAY PER CLICK MANAGEMENT

Pay-Per-Click Management for Increased Performance

Do you want more kick out of your pay-per-click campaigns? Are your results humdrum and going nowhere? Do you suspect that your pay-per-click campaign is being run on autopilot? If you haven't heard from your paid search marketing company in months, it may be time for a change. Your competition is going to leave you in the dust if you don't get active and stay on top of it with a forward-looking campaign.

Paid Search with Real World Results

What's the first step in getting great results with a PPC campaign? It comes down to one thing, knowledge. We start the process by getting to know your product inside and out, as well as your business model, your customer base, your potential target audience, your competition, analysing latest trends and more. We take your campaign performance data and develop a winning strategy that leverages every phase of your business to produce strong results. Our PPC strategies give your business the tools it needs for success.



MARKETPLACE MANAGEMENT

Millions Of New Customers Are Waiting, Find The Right Marketplace

The World Patent Marketing team can give you access to millions of new shoppers. We can put your business on sites like Amazon, Rakuten, eBay, and Sears. It doesn't matter what your line of business is, from a company with a single website, one specific brand, or a manufacturer of multiple goods, our marketplace management team will get you the best exposure in the right place.

Experienced Marketplace Management Offers a Revenue Boost

Ditch those spreadsheets, forget about optimizing, toss those tired and confusing data automating and synchronizing systems in the trash. There is no need to continue to list, and update, and revise your product offerings several times a day. That's not to say that customer service is not important, your product data, prices and inventory had better be accurate. But, there is a better way to do it.



The World Patent Marketing team of marketplace managers know that each marketplace is unique. Developing and inputting product data can be a nightmare, and management can be a challenge. We make your life easier, by taking those tasks off your back. Our team can manage the entire process, so you can focus on running your business.

SOCIAL MEDIA MARKETING

Make a Splash with Social Media Management

Keep your brand front and center in your customer's mind with social media strategies. Popular platforms like Facebook, LinkedIn, Twitter and Pinterest allow you to stay in touch with your customer base 24/7. With a variety of formats, like blogs, tweets, and online videos, you can develop relationships build visibility with potential customers, and rise in search engine rankings. Social media is one avenue to increasing profitability.

World Patent Marketing is a leader in social media management. We create engaging profiles and develop strong customer relationships. We brand your social

media sites to support your website and ongoing marketing efforts, for maximum effect. Every company and product being different, we create custom campaigns to meet company goals and sales objectives.

Three Key Objectives Of Our Social Media Services

1. Develop an accessible web-friendly site.
2. Ensure that your site is easily shared and accessed by all social media sites
3. Promote your site content to desirable social media communities

We build a strong foundation based on viral content that helps your brand grow. We establish trust and credibility with your customers. We achieve these goals by developing the plan prior to the launch.

EMAIL MARKETING MANAGEMENT

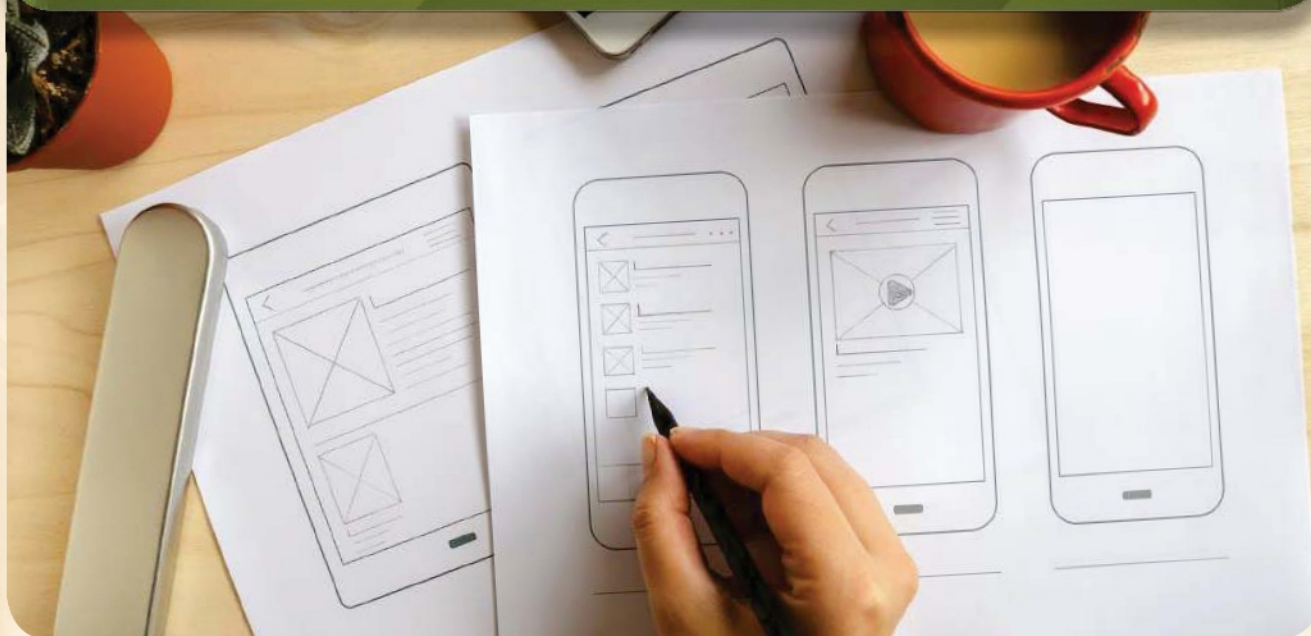
The Most Effective Direct Marketing Tool

E-mail marketing is the most effective sales tool in terms of ROI for many companies. Opt-in e-mail can be the best way to stay in touch with your customer, notify them of news and special offers, and stay front and center on the radar.



This is quite simply one of the most powerful forms of direct marketing available today. There is no other tool that allows for the same powerful message targeting, building of customer databases, customer support, nurturing ongoing relationships, and tracking of results. In addition, e-mail marketing is inexpensive. Even in a world with a rich social media environment, e-mail is still king when it comes to tested results. At World Patent Marketing, our e-mail marketing service creates custom e-mails for mobile and the web. We design and target your customer base for maximum results. Our detailed reporting includes open rates, clickthrough, conversion, bounce, and spam reporting, among other metrics.

MOBILE APP DEVELOPMENT



The World Patent Marketing team's diverse skill set allows us to expertly tailor our services to match your exact needs. From full-service engagements to a la carte services, we help our clients launch the best apps & websites possible. Our renowned strategy & planning team works alongside our world class branding and digital design experts. We create beautiful and engaging designs, matched only by the intuitive and innovative user interfaces that those designs are based on. Our expert development and finishing cap it all off

BRANDING

When we create a logo, we aren't just creating an identity—we're creating a whole new language.

Absorbing your spec, we create draft concepts. Of those, we select the best and explore further. After strict review and reflection, we narrow down the direction to a single concept. We then explore and refine until your brand is perfect.



USER EXPERIENCE

It's easy to know what elements you need on the screen. But laying them out is the tricky part.

Have you ever had an app react perfectly on cue and feel totally natural? That's the sign of an expert UI. Achieving this means taking our work beyond mere wireframes. At the end of the UX phase, we will present you with your app's blueprints.

USER INTERFACE

Once wireframes & blueprints are created, we formulate the UI. The UI extends upon the language of your brand to create a fully fledged identity. We select key screens from the blueprints to begin our creation process. Once the UI is finalized, most developers would move on to development. But at World Patent Marketing, that's when we get started with polish.



POLISH

Your app comes to life during UI and UX, but our round of polish is where the magic happens. It's where we add that extra little something that is World Patent Marketing's signature style.

Notice how this site you're on is a bit slicker than the others you've visited lately? That's polish. We perfect animations, transition states, and add all the fine details and special touches that make an app a World Patent Marketing app.

Concepting & Strategy

From fully fleshed-out concepts to one-sentence pitches, this is where our team stress-tests every project that comes through World Patent Marketing's doors. We want to know why your idea makes sense, why it's going to be successful, why anyone would care about it. This is where our expert strategists will challenge assumptions and overhaul business plans.



Working hand-in-hand with our clients, we take your initial concept and merge it with everything the World Patent Marketing team knows about mobile, about startups, about what does and doesn't work. We turn ideas into actual products.

Once we all agree on a general direction, World Patent Marketing's team fleshes out all the details. One of the great benefits of this process is that minutes in strategy translate to an hour in wireframing, a few hours in design, and days or even weeks in development.

Deliverable: The Feature Set

The feature set is your project's bible. It's a plain-English, written description of how your app is going to work. It's what our designers use to come up with designs and our developers use as a guideline for coding. It is the foundation for all the steps to come.



Branding & Design

One of the biggest is the solid design behind everything we do. In a crowded marketplace, the perfect design will help your product stand out. It's the first touchpoint you'll have with users, and it's important to make it count.

Our diverse group of designers are united by their passion for good design and high-end aesthetic. No matter which of our



The functionality of your app and how solidly it's coded is critical. But when it comes to first impressions, it's all about design. The look and feel of your app will set the tone for everything else. Our team is deeply experienced and well-trained, with each designer balancing illustrative creativity with a deep understanding of app layout.



Development & Launch

Development isn't just about writing code. The very first step in developing a perfect app is figuring out its architecture. We loop in our lead architect and a team of senior developers to pick the perfect technology stack for your product.

When it's time for development to actually start, we assign specialists that match with the technologies selected during the architecture phase. Our agile-based development runs in two-week sprints that result in a new, incremental build at the end of each fortnight.

Incremental quality assurance analysis means that there are no surprises at the end. And once the app is ready for the public, we launch it to the store and your app goes live. Our team does everything from making sure your desired app name is available in the store to ensuring every app gets through Apple's notoriously fickle acceptance process.

Marketing

Launching an app is no easy feat. But getting your app to the store is only half the battle. When it comes to marketing, there is no one-size-fits-all solution. And so World Patent Marketing has built a robust network of in-house marketing experts.



Getting Expert Help

While your app is in development, our team will assess the marketing goals and opportunities for your app, then proceed with our hand picked roster of experts. From press coverage to explainer videos, we've got you covered.



Getting Noticed By Apple

We have relationships with Apple and we know how they think. If there's any way to get your app featured in the App Store, we'll find it.



Maintenance

We offer maintenance packages that cover everything from the occasional checkup all the way up to ongoing feature expansions and whole new versions.

And when it makes sense to bring on your own team to take over the app, we can help. We'll even put your potential hires through the same rigorous evaluation we created for our own team.

This product is offered by the World Patent Marketing Custom Products Group. Please call for pricing.



DESIGN AND ENGINEERING

Concept Generation

Three Dimensional Virtual Prototype

Industrial Design Services

Three Dimensional Product Animations



CONCEPT GENERATION

At World Patent Marketing, concept development begins with a team effort, to collaborate, share ideas, and work out the details of your invention idea. This is a critical phase of the project, where we seek input from all of the different departments, engineering, design, marketing, manufacturing, in order to arrive at the best solutions quickly. From these sessions, models and drawings are created for your feedback and approval.

These sessions are creative storms, brainstorming is commonly used. Our multi-disciplined team examines the product from various angles, offering input and ideas, trying out all of the possibilities. They look at the project from every possible angle, including engineering, design, materials, manufacturing methods, functionality, details, color and finish. The drawings and models bring these ideas to life and become the starting point for your product.

We have many design choices, the particular product dictates the best method for presenting product drawings and models. When the details are finished, your product is ready to be made into a presentation prototype.



INDUSTRIAL DESIGN SERVICES

The World Patent Marketing design team works closely with our manufacturing department to create your final product designs. These designs build upon the best aspects of your unique vision, while adapting it to high quality manufacturing requirements. Our goal is to create a product that is useful, elegantly designed, durable, stands out in the marketplace, and can be manufactured at a price point that ensures success in the marketplace. Our teams have extensive experience in designing, refining, developing, and manufacturing successful products. The team incorporates the skills of designers, as well as in the fields of electrical, mechanical, materials, and industrial engineering. This technical knowledge, expertise, and experience are invaluable when it comes to efficiently developing and manufacturing successful, functional products.



Three-Dimensional Product Animation

Our 3D product animations are an important step in the design process. At World Patent Marketing, we have found that 3D product animations, or 3D prototypes as they are also called, are one of the best low cost ways to demonstrate how your product works, what it looks like from every angle, and to refine design details.

Demonstrate Product Details

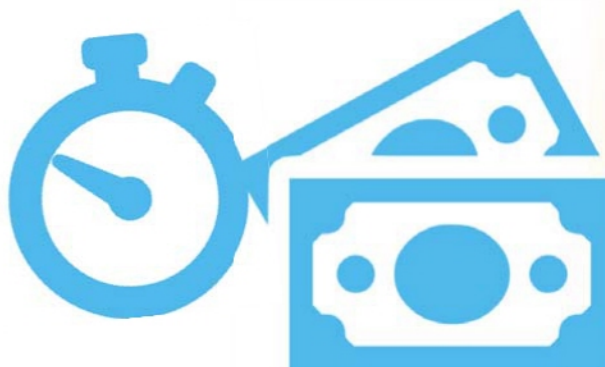
Video is a great way to advertise and market your product. But during the development stage, 3D animations are superior. With 3D animation, you can test your product without having to go through the expense of making a physical prototype. The 3D animation allows you to look at the product from every angle, almost pick it up and turn it around, and even look at the details inside. And you can zoom in or out, to perfect the smallest details.

THREE-DIMENSIONAL PRODUCT ANIMATION**Get to Market Faster**

3D animation doesn't require a physical prototype, as video or photography does. So you can begin marketing your product to investors, and retailers faster with 3D animation. With 3D animation you can present your product at meetings and trade shows, without going through the expense of manufacturing the product first.

Save Time and Production Costs

You don't need to hire a film crew and production team to produce a 3D animation. This can save a tremendous amount of time and money. Plus, 3D animations are usually developed from your engineering CAD files, they take advantage of essential work that has already been done. 3D animation can be a real time and money saver over video, particularly in the early stages of the invention process. And product details can be easily changed, allowing for market tests and changes to made easily and efficiently.



PROTOTYPE

Prototypes are essential to the product development process. High quality prototypes are essential to design, manufacturing, and marketing plans. Technology has rapidly advanced and altered the process of prototype design and production. World Patent Marketing uses the most advanced techniques, selected on a case by case basis to best suit each particular project. We offer four types of prototypes:

FOUR TYPES OF PROTOTYPE

PRESENTATION PROTOTYPE

The first phase of product production involves creating a presentation prototype. This prototype has the look and feel of the actual finished product. It should look and feel like the finished product. It is used to for marketing presentations and to test and finalize design details like the color, texture and finish.

PROOF-OF-CONCEPT PROTOTYPE

The second phase of a product prototype process involves the creation of a proof-of-concept prototype. This prototype usually doesn't look like the finished product, it is created to test if the concept works. These are sometimes necessary for the patent application and investment.

FUNCTIONAL PROTOTYPE

The third phase of a product prototype is the building of a finished model. These are often done in small run manufacturing facilities. It will look and work just like the finished product, but it is not necessarily built in the same manufacturing plant or on the same machines. It is useful for creating an actual physical model of the final product.

PRODUCTION PROTOTYPE

The fourth and final phase of a prototype is an actual working product. It is built on the exact same machines and assembly lines as your final invention. This prototype allows you to approve the details of your invention. It is very important to have a perfect production prototype before proceeding to mass manufacture of your product.

This product is offered by the World Patent Marketing Custom Products Group. Please call for pricing.

CREATING THE PROTOTYPE

Your Design Becomes Reality

World Patent Marketing uses prototypes as a design tool. They help us to refine the product concept, they are models of the final product.

Prototyping is crucial to product development since you're creating a unique product.

Prototypes allow you to thoroughly examine your design, test it and alter it and test it again. Prototyping allows the developer to check for flaws and to make sure the product works correctly and is easy to use. In addition, the prototype is a physical version of your idea that can be shown to potential investors. One other crucial part of prototype testing is safety. The prototypes offers the chance to test for both safety and durability. The prototype allows designers to create product care and safety instructions.



ADVANTAGES OF PROTOTYPES

1. Prototypes enable you to test and refine your design. This includes for functionality, appearance, and cost of manufacturing. There is no substitute for a physical model when it comes time to make the final assessment on these processes and features. A physical prototype allows you to determine if the product works as expected, and eliminate unforeseen issues or potential problems.
2. Prototypes allow you test the performance of different materials. The only way to be sure that particular materials will be durable and stand up to the required use for a new invention, is to build a prototype and test it. The prototype allows you to discover and repair design flaws early in the invention process.
3. Prototypes help you to communicate the features and function of your product more easily; that includes to investors, buyers, and most importantly your product development team.
4. Great prototypes encourage others to take your product seriously. There is simply no question that in a head to head competition between two product ideas, the inventor with the superior prototype is going to shine and have greater credibility. It's simply human nature. A high quality prototype can put you over the top and provide an edge in attracting investors and a quality team.



WPM CHINA MANUFACTURING

Your One Stop Shop to Build and Scale New Products Successfully

World Patent Marketing has developed a well-tested process which streamlines the manufacturing of new products. We can build new products efficiently, and rapidly scale the process for large production in minimal time. With manufacturing hubs in Shanghai Hangzhou, and Shenzhen, we offer maximum flexibility and efficiency.

The Build Process

The Scale Process

This product is offered by the World Patent Marketing Custom Products Group. Please call for pricing.

THE BUILD PROCESS

VETTED FACTORIES

Choosing the right factory is one of the most important aspects of production. It is also the one in which most lone entrepreneurs make their biggest mistake. They simply do not know what to look for or how to protect their interests. World Patent Marketing overcomes this problem by having a core group of factories at our disposal. These facilities are carefully vetted and over time we have established trust and confidence with the staff. Our facilities have varying specialties and we are aware of which factories are best for particular inventions and products. With our network of facilities we can manufacture products in almost any product category. We have bullet-proof supplier agreements that protect your interest in both production quality and protection of intellectual property.



INDUSTRY EXPERTS

Over the last several decades, Asia has become the manufacturer of the world. As such, they have the most experienced experts and manufacturing talent on the planet. World Patent Marketing has attracted the best of them, creating a team of qualified industry experts in a wide field of manufacturing services. Whether you

require plastic injection molding, material stamping, PCB fabrication, high-tech batteries, sophisticated optics, machining or fabrication, our team is up to the task. Our factory representatives work closely with design teams and inventors to overcome design and engineering challenges and produce high quality finished products. Our Expert Agreement protects intellectual property throughout the process.

MERCHANDISING HUBS

World Patent Marketing incorporates merchandise hubs to keep projects on track. Our product teams oversee and coordinate the entire product development process. Through a variety of proprietary communications technology and communication software, we manage tasks, track discussion, maintain files on changes and sign-offs, and make it available online so the entire team can stay current on development progress. Frequent communication is required to successfully complete projects. We have developed a system to maintain clear, transparent and open communication at all times. Our hubs keep everyone in touch and projects on track.



SMALL BATCH MANUFACTURING

First orders are usually for small-runs of a product. These do not require large-scale manufacturing. We have facilities in China that are dedicated to smaller production runs. They coordinate with other facilities, to easily transfer tooling and technology to larger factories.

PRODUCT CERTIFICATION

Product certification is critical in almost every industry, from consumer products, to electronics, and medical devices. We partner with various agencies and companies to make the process smooth and efficient. Their 40,000 employees worldwide ensure that you have the correct information, testing and certification for your destination market.



THE SCALE PROCESS

SCALE METHOD

Manufacturing is one of the most important aspects to developing and launching a product in the marketplace. It affects the quality and price of your final product. As your product becomes successful, one of the challenges is scaling production from small runs to larger runs. Because of our numerous core facilities throughout China, we are able to quickly, efficiently, and reliably scale production for our products.

OPERATIONS

Operating manufacturing facilities in China is fraught with difficulties for the unwary investor who lacks on the ground connections. Management of those operations is critical to your success. We have created a standardized process that streamlines the process and provides quality control and communication at every level. Our merchandisers, who are located in country at our hubs, oversee all operations from fulfillment to shipping and tracking. They also handle inventory control, testing and maintenance. Our method offers reliability, efficiency and low cost to our clients.



PRODUCT EXTENSIONS

Sustaining continual growth requires innovation and advancement, in the form of frequent product updates and product line extensions. As a One Stop Shop, World Patent Marketing has the

team resources, and the depth of specialized talents, to help you quickly accelerate your product development strategies and bring updates and extensions online continuously. Our strategic partnership with a number of companies which give us access to a team of top-notch freelance designers who can handle all aspects of industrial, packaging, and graphic design. All of the tools you need are at your disposal with a phone call or e-mail.



SALES CHANNEL DEVELOPMENT

Let us help you sell your product. We have developed an extensive network of strong relationships with some of the largest retailers in North America and Europe. With our network and strength, you can breakthrough the "single vendor" problem, and reach the buyers you need to put your product on the shelves.

PURCHASE ORDER FINANCING

Tap into our network to solve cash flow problems. As you scale, cash flow becomes increasingly challenging. Therefore, we offer purchase order financing for products manufactured in our facilities. We also have a network of investors who can provide growth capital on an equity sharing basis for products in need of liquid capital.

FREIGHT & LOGISTICS SUPPORT

We offer logistics support through a number of third party partners. These operations are housed stateside, with both offices and warehouses. Through them, we are able to offer warehousing, order fulfillment, shipping, distribution and customs services. This allows us to offer vertically integrated services from the factory floor to the customer





CHINESE MARKET

Everyone wants to crack the one-billion person market, China. Yet, selling products in China is almost impossible for American and Europeans lacking connections.

We can solve that problem on several fronts, including consumer messaging, distribution, online sales, and retail stores. We can help you put your product on the shelves in China.

FREE PATENT REFERRAL

Is your idea protected?

World Patent Marketing can refer you to an independent patent attorney or agent that is part of WPM's Patent Referral Network. He or she can help prepare a utility, design or plant patent application with the US Patent and Trademark Office. World Patent Marketing is not a law firm and does not provide legal advice. All legal questions regarding the patent filings must be communicated directly with your selected patent practitioner.

THE PROVISIONAL PATENT APPLICATION

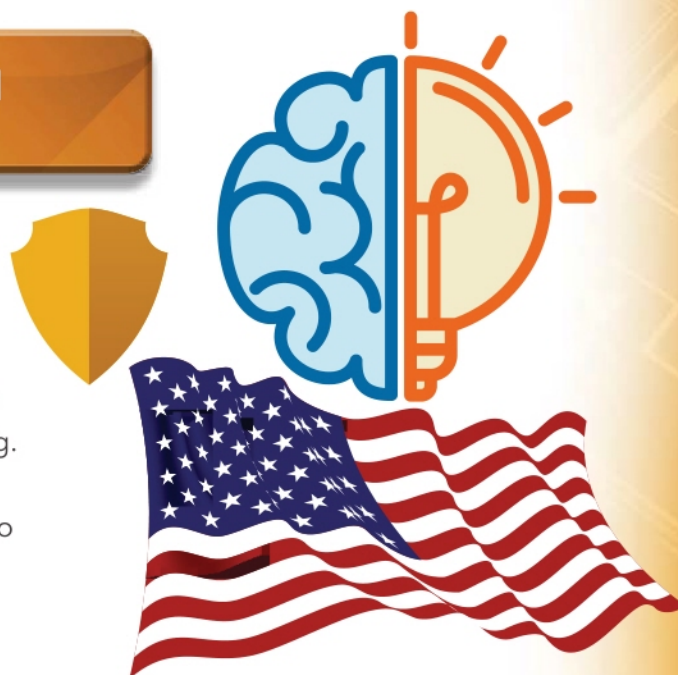
- ◆ Allows you up to a year of protection, during which time you can determine the commercial potential of your invention. This is a window of opportunity before you need to commit to the cost of filing and prosecution of a regular application for a patent. When you file the provisional patent application, you are allowed a year to assess the potential. A year may not be enough time to fully assess the value and potential of an invention, but it is nonetheless a valuable window that protects your invention while you begin the steps of production and marketing. If you have not found any interest at all in a year, you may want to rethink going through the time and expense of filing for a regular patent.
- ◆ When you have a provisional patent, you use a "Patent Pending" notice to prevent people from infringing upon or copying your invention. The notice lets people know that you have gone through the appropriate steps to protect your invention, and that they cannot copy it or reproduce it. It may seem to be a small protection, but most of the types of people who actively look for good ideas to steal and copy, will automatically stay away from those marked "patent pending." It isn't worth it to them to get involved in a patent battle or lawsuit. The "patent pending" notice has much the same effect as a sign on the front of a house stating that there is monitored burglar surveillance; thieves leave both of them alone.
- ◆ An important aspect of the provisional patent application filing is that it established a fixed and legal date. If the provisional patent is granted, it is enforced from the day of the filing. The United States is now a first-to-file country, so the filing date is important for inventors' rights.
- ◆ The provisional patent application offers inventors privacy along with protection. Provisional patents are confidential, unlike regular patents. During the 12 month period, no one can find out information about your patent, and no information can be disclosed, except under two cases:

1. When you make regular patent application in that time.
2. When there is a dispute regarding your rights to the patent.

With these two exceptions, the provisional patent is a confidential document that keeps the details regarding your invention safe.

UTILITY PATENT PROTECTION (U.S. Protection Only)

Issued for the invention of a new and useful process, machine, manufacture, or composition of matter, or a new and useful improvement thereof. The utility patent generally permits its owner to prevent others from making, using or selling the invention for a period of up to twenty years from the date of patent application filing. Approximately 90% of the patent documents issued by the USPTO in recent years have been utility patents, also referred to as "patents for invention".



DESIGN PATENT APPLICATION (U.S. Protection Only)

In the United States, a design patent is a form of legal protection granted to the ornamental design of a functional item. Design patents are a type of industrial design right, a bit like copyright for products. Ornamental designs of jewelry, clothing, food containers and computer icons are examples of objects that are covered by design patents. The Design Patent permits its owner to exclude others from making, using, or selling the design. Design patents are granted for the term of fifteen years.



TITLE	Smart Product Building Guide
FILE NAME	WPM-SPBCI.compressed.pdf
DOCUMENT ID	5e1c58f2836984d07f9548a67ec41e2f2f45c40c
STATUS	● Completed

Document History



09/29/2016
13:10:18 UTC-5

Viewed by - (v027124@gmail.com)
IP: 72.184.174.26



09/29/2016
13:33:08 UTC-5

Signed by - (v027124@gmail.com)
IP: 173.46.78.139



09/29/2016
13:33:08 UTC-5

The document has been completed.

To: "scott"
From: PR Video Support
Sent: Tue 12/2/2014 7:35:40 PM
Subject: Re: Video Project ID #782 [#593115]
[Matthew Whitaker Script.doc](#)

-- reply above this line --

Dear Industries,

Hi Scott,

Your script copy is ready for review, including editor notes. Please review, tweak, and approve when ready for production. - Aaron

From editor:

I've pasted the script about Matthew Whitaker's joining the World Patent Marketing Board below, and I've also attached it as a document. The initial press release was about three times as long as our standard video, so I focused on Whitaker's credentials that most closely apply to his new position with World Patent Marketing. I suggest showing quotes onscreen as the actor speaks them. They are pretty good quotes and a visual will help the viewer differentiate the narrator's voice from the quoted material.

Matthew Whitaker Script [247 words] -----

World Patent Marketing, the world's leading patent authority, is pleased to announce that former US Attorney Matthew G. Whitaker has joined its marketing board.

Whitaker served as US Attorney for the Southern District of Iowa from 2004 to 2009, where he prosecuted federal crimes such as corporate fraud, terrorism financing, and other scams. He also defended civil lawsuits against the United States. He was a member of the Attorney General's Violent and Organized Crime Subcommittee and the White Collar Crime Subcommittee.

Whitaker has long admired World Patent Marketing's innovative products and dynamic leadership team. "World Patent Marketing has become a trusted partner to many inventors who believe in the American Dream," he says. "It's an honor to join the World Patent Marketing board."

And the Board is thrilled to have him. Vice President of Public Relations for World Patent Marketing says, "Matt's experience in politics, law and regulatory matters will be invaluable to our company. Matt will be contributing to the vision and direction of World Patent Marketing at a time of explosive growth."

World Patent Marketing specializes in helping inventors with patent applications and related needs at an affordable price. It also offers free evaluation services and consultation for patents. With a presence in the US, Spain, Mexico, India, the Philippines, and the United Kingdom, it is the only patent assistance company to receive five-star reviews from Google, Trustpilot, Shopper Approved, Customer Lobby, and ResellerRatings dot com.

For more information, visit world patent marketing dot com.

*We hope this response has sufficiently answered your questions. If not, **please do not send another email.** Instead, [login to your account](#) for a complete archive of all your support requests and responses.*

AMERICAN
OVERSIGHT
Your PR Video Team,

FTC-18-0836-A-000189

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For more information, visit [world patent marketing dot com](http://worldpatentmarketing.com).

To: "scott"
Cc: (b)(6)@loboads.com]
From: Russ Petrocine
Sent: Wed 11/26/2014 7:39:51 PM
Subject: FW: World Patent Marketing TV and Print Concepts
[#1WorldPatentTVscript12.14.doc](#)
[#2WorldPatentTVscript12.14.doc](#)
[#3WorldPatentTVscript.12.14.doc](#)
[15-SECWorldPatentTVscriptS.12.14.doc.docx](#)
[WORLD PATENT MARKG..pdf](#)

Scott,

Good afternoon. Attached are 3 scripts and outlines for 60 second DR spots, 15 second scripts and print concepts.

We tried to make the spots interesting- but relatively simple to shoot.

We used Matt as the spokesperson but then added a voiceover to make the offer. We don't want Matt being a "shill" rather he should be a knowledgeable, trusting presence.

Please review and let me know when on Monday you would like to discuss. I am free pretty much the entire day.

Have a nice Thanksgiving.

LoBo & Petrocine
MARKETING COMMUNICATIONS
Russ Petrocine | President
631.421.3142 Ext. 129

TV COMMERCIAL

WORLD PATENT MARKETING

:60 Sec DIRECT RESPONSE TV

SCRIPT #1 "FRESH FACES & IDEAS"

WPM-T-114/DECEMBER 2014

MUSIC UP

OPEN ON EXTREME CLOSE-UPS OF ATTRACTIVE BUT REAL-LOOKING PEOPLE, AGES 30 TO 60/ETHNIC MIX. ALL ARE SHOT ON WHITE NO-SEAM BACKGROUND. EACH SAYS A LINE.

WOMAN: I've got one.

MAN: It's a winner.

WOMAN: Incredible.

MAN: Can't miss.

MAN: It'll change the world.

MATTHEW WHITAKER (OR OTHER SPOKESPERSON) SHOT ON GREEN SCREEN, GIVING US THE FLEXIBILITY TO PUT HIM IN ANY ENVIRONMENT WITH ANY THING PROJECTED BEHIND OR NEXT TO HIM.

CUT TO MATTHEW WALKING IN MOODY STOCK FOOTAGE OF GREAT PLAINS HORIZON WITH TIME LAPSE BLUE SKY MOVING RAPIDLY OVERHEAD.

MATT: Hi, I'm Matt Whitaker for World Patent Marketing.

CHYRON UP NEXT TO MATT HIS NAME AND TITLE: FORMER U.S. ATTORNEY, MEMBER WORLD PATENT MARKETING ADVISORY BOARD

Do you have an idea for a new product or invention?

WORLD PATENT MARKETING LOGO PROJECTS BEHIND HIM.

Do you want to sell it for a cash payout or royalties?

THE BIG, BOLD WORDS "PROTECT" AND "PROFIT" ARE PROJECTED BEHIND MATT.

World Patent Marketing can help you protect your idea and profit from it.

AS MATT IS TALKING, A LIST OF THE MOST POPULAR PRODUCTS OR MAJOR RETAILERS ASSOCIATED WITH WPM APPEAR ON STOCK FOOTAGE OF AMERICAN FLAG RIPPLING IN THE WIND.

They've helped patent and bring to market over 1,200 products currently sold across the U.S.

AS MATT IS TALKING, BIG BOLD WORDS APPEAR BEHIND HIM: CONCEPTION, PROTOTYPE, RESEARCH, PATENTING, MARKETING.

Let World Patent Marketing help unlock your invention's potential, walking you through every step, from inception to sales.

CUT TO CARD WITH FREE TRIAL OFFER ON IT:

FREE, NO-OBLIGATION INVENTION CONSULTATION

- COMPLETELY CONFIDENTIAL
- A \$270 VALUE
- CALL 24/7 FOR AN APPOINTMENT

VO TALENT: One call starts it all. And now, you can get a FREE, no-obligation invention consultation.

You have nothing to lose and everything to gain. So call now!

CUT BACK TO MATT WITH WORLD PATENT MARKETING LOGO BEHIND HIM.

MATT: Put your trust and invention idea where they belong...World Patent Marketing.

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SCRIPT #2 "THE FIRST THING"

WPM-T-114/DECEMBER 2014

MUSIC UP

**MOODY NIGHT SHOT OF MAN WORKING ON A LAPTOP WITH LIGHT
GLARING FROM THE COMPUTER SCREEN ONTO HIS FACE AND GLASSES.
HE'S SHAKING HIS HEAD AND RUBBING HIS CHIN IN FRUSTRATION.**

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**CUT TO MATTHEW WALKING IN MOODY STOCK FOOTAGE OF GREAT PLAINS
HORIZON WITH TIME LAPSE BLUE SKY MOVING RAPIDLY OVERHEAD.**

MATT ON

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SCRIPT #3 "NO GOOD"
WPM-T-114/DECEMBER 2014

MUSIC UP

OPEN ON CLOSEUP OF MATTHEW WHITAKER (OR OTHER SPOKESPERSON)
TALKING TO CAMERA IN MOODY STOCK FOOTAGE WITH TIME LAPSE BLUE
SKY MOVING RAPIDLY OVERHEAD.

MATT: A new product idea or invention does you
and the world absolutely no good if its kept...

CUT TO A COMPUTER LAPTOP CLOSING SHUT.

Here.

CUT TO FILE CABINET SLAMMING SHUT.

Here.

CUT TO A SAFE DOOR SWINGING SHUT.

Here.

CUT TO MAN'S BALD HEAD CROPPED FROM THE EYES UP
WITH INDEX FINGERS POINTING TO HIS TEMPLES.

Or in here.

CUT TO MATT ON PLAIN AS WORLD PATENT MARKETING LOGO PROJECTS BEHIND HIM.

MATT: Hi, I'm Matt Whitaker for World Patent Marketing.

CHYRON UP NEXT TO MATT HIS NAME AND TITLE: FORMER U.S. ATTORNEY, MEMBER WORLD PATENT MARKETING ADVISORY BOARD

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SCRIPT #4 "THE FIRST THING"

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MUSIC UP

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MATT VO: Don't know the first thing about patenting an invention or bringing it to market?

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SCRIPT #5 "NO IDEA"

WPM-T-114/DECEMBER 2014

MUSIC UP

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TALKING TO CAMERA IN MOODY STOCK FOOTAGE WITH TIME LAPSE BLUE
SKY MOVING RAPIDLY OVERHEAD.**

MATT: Got an idea for a new product or invention...

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MEMBER WORLD PATENT MARKETING ADVISORY BOARD**

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...but no idea how to patent it or bring it
to market?

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Matthew Whitaker, Former U.S. Attorney
Member World Patent Marketing Advisory Board

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LOWE'S

HSN

THE HOME DEPOT

Walgreens

BEST BUY

Sears

QVC

TOYS R US

PETCO
Where the pets go.

Sky Mall

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idea



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File # 18-0836-A-000206

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FTC-18-0836-A-000208



This Little Invention Went To Market.

(And the owner went wee, wee, wee all the way to the bank)

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FTC-18-0836-A-000213

To: Johnny Graham[johnny@worldpatentmarketing.com]
From: Esti P
Sent: Tue 12/20/2016 7:22:12 PM
Subject: Re: In response to John Althouse

The response looks good but I wouldn't send anything without scott approving.
I suggest forwarding this to him and asking for his thoughts.

Thanks,

Esti Prager

Chief Operating Officer

esti@worldpatentmarketing.com

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On Dec 20, 2016, at 9:20 AM, Johnny Graham <johnny@worldpatentmarketing.com> wrote:

Since I never got a response from Scott (other than him asking how dumb I was) I asked other managers how to handle those 8 questions I forwarded you yesterday. This is what I gathered, and I wanted you to see it first before I sent it.

When clients send these kinds of questions (especially when it's sent directly to the CEO) it's important we respond quickly to avoid looking like we have something to hide. What do you think of this response?

"Hello Inventor,

I am happy to answer your questions and address any concerns. These questions come from the AIPA (American Inventor's Protection Act). The American inventors protection act is to protect inventors from **invention promotion companies** that solicit inventors to pay for marketing materials to promote an invention. World Patent Marketing IS NOT an invention promotion company. We are a manufacturer, engineer of patented products, product developer and licensee. The USPTO and FCC does not categorize WPM as an invention promotion company; and, as a result, WPM does not publicize some of this data. However, these questions are understandable and I want to encourage you to re-visit our website and review the last success stories that have been published. Often times, the long legal process of obtaining a licensing agreement may discourage an inventor. An invention promotion company only promotes marketing material you purchase and does not cover licensing negotiations which is what really makes this possible. Since developing a product or obtaining a licensing offer from another manufacture requires so much more than promotion, the USPTO is trying to warn you of these organizations. Which we are not.

As far as our reputation, WPM is a leader in new product development. We have never been associated with any invention promotion companies and we pride ourselves in being a REAL platform for products. We have several products that have been licensed and that we manufacture ourselves; and, the option for you to look into manufacturing with us always stands. Please review our success stories, watch the product commercials, and look into our Advisory Board. Mathew G. Whitaker is a former state attorney and he is on our advisory board along with many other reputable Political, Military, Civilian, and Medical experts. We are looking forward to being part of your project and we are very optimistic of the opportunity. We appreciate your patience as we execute your project. Please let me know if you have any further questions.

<https://worldpatentmarketing.com/invention-team/>

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FTC-18-0836-A-000214

Thank you,"

To: Len Manzano[len@worldpatentmarketing.com]
From: Esti P
Sent: Thur 12/1/2016 9:18:36 PM
Subject: FW: page 4 phase 2 packet
[WPM-CertV2.pdf](#)

Read chain below..

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From: (b)(6)@[@gmail.com](mailto:)
Sent: Monday, October 10, 2016 3:11 PM
To: Esti P <esti@worldpatentmarketing.com>
Subject: Re: page 4 phase 2 packet

Hi Esti,

Is this how you want it?

Regards,
(b)(6)

On Sat, Oct 8, 2016 at 8:18 AM, Esti P <esti@worldpatentmarketing.com> wrote:
Actually its not so off, sorry I opened it with a different software..

Move Scott to the first row with the advisory board and move AL to the second and Moti from the second row to the last
Also Invention and Inventor only need one row for each, not 2.

Thanks!

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From: (b)(6)@gmail.com]

Sent: Friday, October 7, 2016 5:23 AM

To: Esti P <esti@worldpatentmarketing.com>

Subject: Re: page 4 phase 2 packet

Hi Esti,

Glad to hear you are all safe :-)

BTW, here is the revised PDF. Please let me know if I got it right.

Regards,

(b)(6)

On Fri, Oct 7, 2016 at 10:32 AM, Esti P <esti@worldpatentmarketing.com> wrote:

Thank you! Thank god it passes us:)

Esti Prager

Chief Operating Officer

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On Oct 6, 2016, at 9:53 PM, (b)(6)@gmail.com> wrote:

Hi Esti,

I see it now. Will edit the layout and send it to you as soon as I am done.

I heard about the hurricane. I hope all of you are safe and doing fine over there.

Thanks and regards,

(b)(6)

AMERICAN OVERSIGHT
On Fri, Oct 7, 2016 at 9:49 AM, Esti P <esti@worldpatentmarketing.com> wrote:
Do you see the attached?

FTC-18-0836-A-000217

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From: (b)(6)@gmail.com

Sent: Thursday, October 6, 2016 9:29 PM

To: Esti P <esti@worldpatentmarketing.com>

Cc: janice lee <janice.lee@worldpatentmarketing.com>; Scott Cooper <scott@worldpatentmarketing.com>; Len Manzano <len@worldpatentmarketing.com>

Subject: Re: page 4 phase 2 packet

Hi Esti,

Sorry for the late reply.

I can't find the "official patent image" that you attached from your previous email.

Please re-sent the attachment so I can process it ASAP.

Thanks and regards,

(b)(6)

On Fri, Oct 7, 2016 at 9:01 AM, Esti P <esti@worldpatentmarketing.com> wrote:

(b)(6)

Did you receive this? I haven't heard back?

Esti Prager

Chief Operating Officer

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esti@worldpatentmarketing.com

Esti P [mailto:esti@worldpatentmarketing.com]

Sent: Wednesday, October 5, 2016 5:38 PM

To: (b)(6)@gmail.com; janice lee <janice.lee@worldpatentmarketing.com>

Cc: esti@worldpatentmarketing.com

Subject: FW: page 4 phase 2 packet

FTC-18-0836-A-000218

(b)(6)

[REDACTED]—I want the certificate to look more like the attached image “official patent image”

Where it says “the united states of America” it should say “would patent marketing.”

Same style border as the official patent

Leave room for a seal which will be applying in person (like in our image)

And have all the WPM board on it like in the certificate you originally attached, Scott should be the same size as the rest of the board and not set apart. Please use the latest updated to this board page, which you should have the file for.

There should still be 2 lines for inventor and invention on the bottom or wherever appropriate fits, and a room for Scott’s signature which we will print automatically on to it.

Let me know if you have any questions.

I need this by tomorrow EOD please.

Thanks!

Esti Prager

Chief Operating Officer

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From: (b)(6)@gmail.com]

Sent: Wednesday, September 21, 2016 2:22 PM

To: Esti P <esti@worldpatentmarketing.com>

Cc: janice lee <janice.lee@worldpatentmarketing.com>

Subject: Re: page 4 phase 2 packet

Hi Este,

Here is the revised PDF.

Just to clear things. Once you are happy with the layout, I will replace page 4 with this one, right?

Regards,

(b)(6)

On Thu, Sep 22, 2016 at 1:48 AM, Esti P <esti@worldpatentmarketing.com> wrote:

This is exactly how I want it—can you please add 2 lines:

Inventor: _____

Invention: _____

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305-330-9266 ext 305

esti@worldpatentmarketing.com

From: (b)(6)@gmail.com]
Sent: Wednesday, September 21, 2016 10:34 AM
To: Esti P <esti@worldpatentmarketing.com>
Cc: janice lee <janice.lee@worldpatentmarketing.com>
Subject: Re: page 4 phase 2 packet

Hi Esti,

So sorry I was not able to get back to you so soon.

Attached is a sample design of the certificate for page 4. Please let me know if this is the way how you want it.

Thanks and regards,

(b)(6)

On Fri, Sep 16, 2016 at 3:44 AM, Esti P <esti@worldpatentmarketing.com> wrote:
Page 4 with scott and all the ambassadors in a format we can convert into a certificate.

The page is titled "certificate of endorsement"

Esti Prager
Chief Operating Officer

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esti@worldpatentmarketing.com

From: (b)(6)@gmail.com]
Sent: Thursday, September 15, 2016 3:29 PM
To: Esti P <esti@worldpatentmarketing.com>
Cc: janice lee <janice.lee@worldpatentmarketing.com>
Subject: Re: page 4 phase 2 packet

Hi Esti.

Yes it is blank. I thought you'll be the one to put the text on it. Sorry for the confusion. Anyway, what text do you want me to put in it?

Regards,

(b)(6)

On Fri, Sep 16, 2016 at 3:10 AM, Esti P <esti@worldpatentmarketing.com> wrote: FTC-18-0836-A-000220

Hi (b)(6)

It is showing up blank for me—all it says is invention at the top. Please advise.

Thank you,

Esti Prager
Chief Operating Officer

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139
305-602-8368 Direct
305-330-9266 ext 305

esti@worldpatentmarketing.com

From: (b)(6)@gmail.com]
Sent: Thursday, September 15, 2016 1:21 PM
To: Esti P <esti@worldpatentmarketing.com>
Cc: janice lee <janice.lee@worldpatentmarketing.com>
Subject: Re: page 4 phase 2 packet

Hi Esti,

Here is a certificate version of the page but it is in MS Word format, so people can easily put or replace new text on it.

Let me know what you think.

Regards,

(b)(6)

On Thu, Sep 15, 2016 at 6:40 AM, Esti P <esti@worldpatentmarketing.com> wrote:

Hi (b)(6)

Can you send us page 4 edited to look like an actual certificate that has the header and footer removed, as well as the background.

Put in a line that says “Inventor: “

“ Invention:”

Both should have editable lines next to them so the marketing department can fill in the blank.

Thanks,
Esti Prager
Chief Operating Officer

World Patent Marketing
1680 Meridian Avenue, Suite 600
Miami Beach, Florida 33139
305-602-8368 Direct
305-330-9266 ext 305

esti@worldpatentmarketing.com

Certificate of Endorsement



OUR INVENTION TEAM ADVISORY BOARD



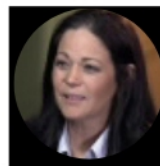
CEO & Creative Director

SCOTT J. COOPER
Scott J. Cooper is the CEO and Creative Director of World Patent Marketing's invention team. He is also the Director and Founder of The Cooper Idea Foundation.



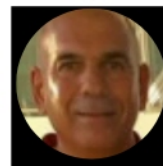
AMBASSADOR'S LIEUTENANT GENERAL

DELL L. DAILEY
Head of the US State Department's counter terrorism office from July 2007 to April 2009, after a 36 year career in the US Army.



PROFESSOR OF INFECTIOUS DISEASES

AILEEN M. MARTY
Appointed to President Barack Obama's Presidential Advisory Council on Combating Antibiotic-Resistant Bacteria (PACCARB).



GENERAL IN ISRAELI DEFENSE FORCES

NITZAN NURIEL
Honored by the US Congress for his commitment to Counter Terrorism and World Security. Director of Israeli Counter Terrorism Bureau.



FORMER UNITED STATES ATTORNEY

MATTHEW G. WHITAKER
Appointed by President George Bush. Republican Candidate for US Senate. Director of Foundation for Accountability & Civic Trust.



VICE ADMIRAL UNITED STATES NAVY

AL KONETZNI
Nuclear Submarine Commander, Deputy and Chief of Staff Fleet Forces Command, Pentagon, Commander US Pacific Fleet



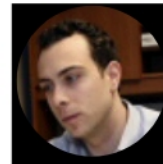
CANDIDATE FOR US CONGRESS

BRIAN MAST
Special Guest of Vice President Biden to State of the Union. Gulf War Veteran. Detonation Expert. Double Amputee.



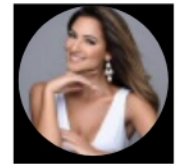
AFRICAN PRESIDENTIAL CANDIDATE

PASCAL KOYAGBELE
Central African Republic. Leader of KITE Political Party. Winner of Voice Achievers Award. Revolution of Happiness.



DEPUTY COMMISSIONER

RICHARD SULAKA, JR.
Macomb County Deputy Commissioner of Public Works. Honored by City of Warren as Volunteer and Mentor of the Year.



Miss Rhode Island USA 2017

KELSEY SWANSON
WPM Goodwill Ambassador Focusing on breast cancer awareness and dedicated to ending the physical and economic isolation of those living with disabilities



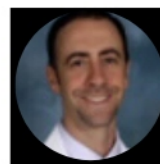
MARTIAL ARTS CHAMPION

MOTI HORENSTEIN
Heavyweight Champion. Special Forces Commando Unit in Israel Defense Forces. Guinness Book of World Records Holder.



PROFESSOR OF PHYSICS

RONALD MALLET
Ronald Mallett is a world famous American theoretical physicist, academic, and author. Famous for work on Einstein Time Travel theories.



DA VINCI ROBOTICS SURGEON

CHRISTOPHER SEAVER
Doctor and General Surgery Faculty Preceptor at the University of Miami. General Surgeon at Holy Cross. Published in Journal of Trauma.



FOUNDER OF OCCUPY DEMOCRATS

OMAR RIVERO
Candidate for Florida House of Representatives. Editor-in-Chief Grassroots political organization with over 3.3 million followers.



LEGENDARY ATTORNEY

ERIC CREIZMAN
Founding member of Creizman LLC. Prestigious New York Attorney. Recognized by Super Lawyers five years in a row.

Invention:

Inventor:

Scott J. Cooper



ADVISORY BOARD

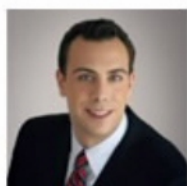
A group of individuals who've been selected to help advise a business owner regarding any number of business issues, including marketing, sales, financing, expansion and so on; a body that advises the board of directors and management of a corporation but does not have authority to vote on corporate matters.

**Lindsey Conway***Managing Director*

Duis lacus neque, viverra ut vestibulum vitae, venenatis quis nisl. Cras ac dictum felis. Duis egestas dui vel urna tempus ornare. Integer efficitur magna eu ex blandit, id pellentesque tellus elementum. Integer sed fermentum leo. Nulla rutrum leo imperdiet scelerisque gravida. Cras ac malesuada metus, ut pulvinar risus. Cras faucibus nisi ut quam venenatis bibendum ac nec orci.

**Omar Rivero***Founder of Occupy Democrats*

Omar Rivero is the founder and editor-in-chief of Occupy Democrats, a grassroots political organization that has close to 300,000 likes on Facebook. He studied Industrial Labor and Relations at Cornell University, earned a Master's in European Business from the European School of Management (ESCP-EAP), and is now a political activist. Omar ran for office for the Florida House in District 118 and intends to run again in 2016.

**Richard Sulaka, Jr.***Macomb County Deputy Commissioner*

Richard Sulaka, Jr. represents the new American dream. He is a fiscal conservative, who believes that a strong American manufacturing base is critical to American prosperity. Since 2008, Richard has owned and managed a consultant and investment firm, and he currently serves as Macomb County's Deputy Public Works Commissioner, but his commitment to public service runs deep. In 2012, the City of Warren recognized him as one of their Volunteers of the Year, and he has twice received nominations for Mentor of the Year from the award-winning Winning Futures program.

**Matthew G. Whitaker***Former US Attorney*

Matthew G. Whitaker is a former US Attorney for the Southern District of Iowa. He was appointed June 15, 2004 by President George W. Bush. As the United States Attorney for the Southern District of Iowa, Whitaker obtained invaluable insight and experience regarding the enforcement of federal crimes including mail and wire fraud, public corruption, child pornography, firearms violations, drug trafficking, corporate fraud, terrorism financing and other scams.



From: [Daffan, Kathleen](#)
To: [Evans, James](#); [Robbins, Colleen B.](#); [Goodman, Jody](#)
Subject: article
Date: Thursday, November 08, 2018 9:51:21 AM

<https://www.miaminewtimes.com/news/matthew-whitaker-pick-as-acting-attorney-general-stuns-jilted-world-patent-marketing-customers-10895227>

From: [Federal Trade Commission](#)
To: [Evans, James](#)
Subject: Daily Clips
Date: Thursday, November 08, 2018 2:33:08 PM

Non Responsive Record

CONSUMER PROTECTION

Non Responsive Record

Whitaker's link to a 'scam' company that was shut down by the government. [WRAL.com](#)

Jeff Sessions' Successor Had Advised Company Accused of Scam. WSJ (pasted below)

Who is Matthew Whitaker, the acting US Attorney General? [Springfield News Sun](#)

Acting AG was involved in company accused of being a 'scam' by FTC. [The Hill](#)

Non Responsive Record

Wall Street Journal

Jeff Sessions' Successor Had Advised Company Accused of Scam

Acting Attorney General Matthew Whitaker was a paid adviser to World Patent Marketing, closed by Federal Trade Commission last year

By Mark Maremont

Matthew Whitaker, appointed acting attorney general on Wednesday after Jeff Sessions resigned, was a paid advisory-board member of an invention-promotion company shut down by federal regulators last year as an alleged scam.

The Federal Trade Commission last year accused World Patent Marketing Inc., of Miami Beach, Fla., of scamming would-be inventors by charging them thousands of dollars to patent and promote their inventions. The company “provided almost no service in return” and threatened people who complained, the regulator said.

The FTC alleged that the scheme, which it said was promoted through “bogus ‘success stories’ and testimonials,” began in early 2014. The agency found that consumers lost about \$26 million; some allegedly ended up in debt or lost their life savings.

A Justice Department spokeswoman declined comment on Mr. Whitaker’s behalf.

World Patent Marketing announced in October 2014 that Mr. Whitaker, a former U.S. attorney in Iowa, had joined its advisory board.

A December 2014 company press release quoted Mr. Whitaker as saying: “As a former US Attorney, I would only align myself with a first class organization. World Patent Marketing goes beyond making statements about doing business ‘ethically’ and translates them into action.”

World Patent Marketing promotional videos and photos show Mr. Whitaker reviewing invention ideas with the company’s founder, and the FTC included in court exhibits an email from Mr. Whitaker acting on behalf of the company and threatening a customer who complained with potential “serious civil and criminal consequences.” The August 2015 email was reviewed by The Wall Street Journal.

An article in the Miami New Times from August 2017 recounted Mr. Whitaker’s role with the company.

Mr. Whitaker was paid a total of \$9,375 in advisory fees by World Patent Marketing in five installments between 2014 and early 2016, according to documents filed in the FTC civil lawsuit, in U.S. District Court in Miami. He was owed a further \$7,500 at the time the FTC moved to seize the company, the documents show.

World Patent Marketing and its founder settled the FTC case earlier this year, agreeing not to promote any patent-marketing services. The founder also agreed to turn over a Miami Beach waterfront property he owned to the FTC, court records show.

Jonathan Perlman, a court-appointed receiver in the World Patent Marketing case, said in an interview with the Journal that the company had a 12-member advisory board, generally people the founder had met socially. He said “some received payments for which they said they didn’t do anything.”

Mr. Perlman said he asked all the advisory-board members to repay the sums they received. Some agreed, he said, adding that Mr. Whitaker didn’t respond to a demand letter.

The court-appointed receiver cautioned that Mr. Whitaker might not have said everything attributed to him by World Patent Marketing, adding that the company founder “was a salesman who could go pretty far in saying

things to make it look better.”

Note: The Office of Public Affairs compiles the FTC’s Daily Clips. An archive of previous versions of [Daily Clips](#) is available in PDF format on the intranet.

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You can unsubscribe or manage your preferences at any time by clicking the links at the bottom of this email.

If you have questions or concerns about your subscription or Daily Clips, you can contact OPA at opa@ftc.gov or call 202-326-2180.



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This email was sent to jevans1@ftc.gov using GovDelivery Communications Cloud on behalf of: Federal Trade Commission · 600 Pennsylvania Ave., NW · Washington, DC 20580 · 1-877-382-4357

From: TrackingUpdates@fedex.com
To: [Evans, James](#)
Subject: FedEx Shipment 770429735709 Delivered
Date: Friday, October 06, 2017 1:45:21 PM

FedEx®

Your package has been delivered


Tracking # 770429735709

Ship date:
Thu, 10/5/2017

James Evans
Federal Trade Commission
Washington, DC 20580
US

Delivery date:
Fri, 10/6/2017 12:42 pm

co Matthew Whitaker
Whitaker Hagenow & Gustoff
LLP
521 E LOCUST ST STE 302
DES MOINES, IA 50309
US


Delivered

Shipment Facts

Our records indicate that the following package has been delivered.

Tracking number:	770429735709
Status:	Delivered: 10/06/2017 12:42 PM Signed for By: Signature Release on file
Purchase order number:	1144
Reference:	x170024
Signed for by:	Signature Release on file
Delivery location:	DES MOINES, IA
Service type:	FedEx Standard Overnight
Packaging type:	FedEx Envelope
Number of pieces:	1
Weight:	0.50 lb.
Special handling/Services:	Deliver Weekday
Standard transit:	10/6/2017 by 3:00 pm

☐ Please do not respond to this message. This email was sent from an unattended mailbox. This report was generated at approximately 12:45 PM CDT on 10/06/2017.

All weights are estimated.

To track the latest status of your shipment, click on the tracking number above.

Standard transit is the date and time the package is scheduled to be delivered by, based on the selected service, destination and ship date. Limitations and exceptions may apply. Please see the FedEx Service Guide for terms and conditions of service, including the FedEx Money-Back Guarantee, or contact your FedEx Customer Support representative.

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Thank you for your business.

From: TrackingUpdates@fedex.com
To: [Evans, James](#)
Subject: FedEx Shipment 770429735709 Notification
Date: Thursday, October 05, 2017 3:16:46 PM

FedEx®

This shipment is scheduled to be sent on
10/05/2017.

See "Preparing for Delivery" for helpful tips

Tracking # 770429735709

Anticipated ship date:
Thu, 10/5/2017

James Evans
Federal Trade Commission
Washington, DC 20580
US

Scheduled delivery:
Fri, 10/6/2017 by 3:00 pm

co Matthew Whitaker
Whitaker Hagenow & Gustoff
LLP
521 E LOCUST ST STE 302
DES MOINES, IA 50309
US

Initiated

Shipment Facts

Tracking number:	770429735709
Purchase order number:	1144
Reference:	x170024
Service type:	FedEx Standard Overnight
Packaging type:	FedEx Envelope
Number of pieces:	1
Weight:	0.50 lb.
Special handling/Services:	Deliver Weekday

Preparing for Delivery

To help ensure successful delivery of your shipment, please review the below.

Won't be in?

You may be able to hold your delivery at a convenient FedEx World Service Center or FedEx Office location for pick up. Track your shipment to determine Hold at FedEx location availability.

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Thank you for your business.

From: TrackingUpdates@fedex.com
To: [Evans, James](#)
Subject: FedEx Shipment 770429735709 Tendered to FedEx
Date: Thursday, October 05, 2017 6:59:32 PM

FedEx®

This shipment was tendered to FedEx Express on 10/05/2017.

See "Preparing for Delivery" for helpful tips

Tracking # 770429735709

Ship date:
Thu, 10/5/2017

James Evans
Federal Trade Commission
Washington, DC 20580
US

Scheduled delivery:
Fri, 10/6/2017 by 3:00 pm

co Matthew Whitaker
Whitaker Hagenow & Gustoff
LLP
521 E LOCUST ST STE 302
DES MOINES, IA 50309
US

 Picked up

Shipment Facts

Tracking number:	770429735709
Purchase order number:	1144
Reference:	x170024
Service type:	FedEx Standard Overnight
Packaging type:	FedEx Envelope
Number of pieces:	1
Weight:	0.50 lb.
Special handling/Services:	Deliver Weekday
Standard transit:	10/6/2017 by 3:00 pm

Preparing for Delivery

To help ensure successful delivery of your shipment, please review the below.

Won't be in?

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To track the latest status of your shipment, click on the tracking number above.

Standard transit is the date and time the package is scheduled to be delivered by, based on the selected service, destination and ship date. Limitations and exceptions may apply. Please see the FedEx Service Guide for terms and conditions of service, including the FedEx Money-Back Guarantee, or contact your FedEx Customer Support representative.

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Thank you for your business.

(b)(5)

Begin Forwarded Message:

From: "Nick Fountain" (b)(6)

Subject: RE: NPR Request

Date: 13 November 2018 18:47

To: "Kaplan, Peter P." <pkaplan@ftc.gov>

Cc: (b)(6)

(b)(6) "Bryant Urstadt" (b)(6)

Thank you for doing this, Peter. I've looped in Brittany Shammass, from the Miami New Times who is co-reporting this story, and my editor Bryant Urstadt.

We're running this story tomorrow. Our deadline is 11AM, (sorry!).

(b)(6) mentioned to us that she reached out to the FTC with her first complaint in April 2017, is this true?

- Was the FTC already investigating World Patent Marketing (WPM) by August of 2017?
- Did the FTC request an emergency injunction in 2017 that shut down WPM? (I may have the language of this wrong, please help me understand this)
- Did a judge shut down WTP, or did the FTC? How does that work?
- Did the FTC search the offices of WTP and collect all the paperwork there?
- Did the FTC file a complaint that accused Scott Cooper and World Patent Marketing of bilking thousands of people out of nearly 26 million dollars?
- Did this go to a court trial? What kind of trial was this?
- Did the evidence submitted by the FTC show that Scott Cooper had former Israeli military working as security guards, and that he boasted about their use of Krav Maga?
- Did the evidence submitted by the FTC show scripts used by WPM's 'Project Managers'? Were there any rejection scripts?
- Did the evidence submitted by the FTC show an email from Matthew G. Whitaker in which he tells the respondent that he is a former U.S. Attorney, and then threatens legal action against them?

-Did the FTC settle with Scott Cooper and WPM?

Thank you for your time, and please thank the attorney's for their time. Sorry for casting such a wide net with these questions. We want to get our story right.

All best –

Nick Fountain

Reporter, Planet Money

(b)(6)

From: Kaplan, Peter P. <pkaplan@ftc.gov>

Sent: Tuesday, November 13, 2018 3:32 PM

To: Nick Fountain <(b)(6)>

Subject: RE: NPR Request

Hi Nick. If you give me the specific questions you have about the case, then I'll go back to the staff attorneys and ask them.

From: Nick Fountain <(b)(6)>

Sent: Tuesday, November 13, 2018 3:24 PM

To: Kaplan, Peter P. <pkaplan@ftc.gov>

Subject: RE: NPR Request

Hey –

Can I talk to the lawyers on background this afternoon or first thing tomorrow just to run through the facts of the case with them?

Cheers –

Nick

From: Nick Fountain

Sent: Thursday, November 08, 2018 2:11 PM

To: Kaplan, Peter P. <pkaplan@ftc.gov>

Subject: RE: NPR Request

Peter! Thanks for the response.

I'd love to interview them about how they found the scam, how they investigated it, and how they shut it down.

We're a magazine-type show, and want to weave together a narrative about it, ya know?

-Nick

From: Kaplan, Peter P. <pkaplan@ftc.gov>

Sent: Thursday, November 08, 2018 1:54 PM

To: Nick Fountain <(b)(6)>

Subject: RE: NPR Request

Hi again Nick. If you give me the specific questions you have about the case, then I'll go back to the staff attorneys and ask them.

From: Nick Fountain <(b)(6)>

Sent: Thursday, November 08, 2018 1:46 PM

To: Kaplan, Peter P. <pkaplan@ftc.gov>

Subject: RE: NPR Request

Hi Peter:

Let me make my case:

Isn't this a perennial scam that y'all want to raise awareness around? Didn't the FTC successfully

shut this down? What's the downside?

Best –

nick

From: Kaplan, Peter P. <pkaplan@ftc.gov>

Sent: Thursday, November 08, 2018 1:41 PM

To: Nick Fountain (b)(6)

Subject: RE: NPR Request

Hi Nick. The pleadings and other documents in this case are [posted here on our website here](#), and we would not have much if anything to say beyond that. If you're looking for anything further, the best thing to do is to submit a FOIA request [which you can do electronically here](#).

Regards,

Peter Kaplan

FTC Public Affairs

From: Nick Fountain (b)(6)

Sent: Thursday, November 08, 2018 1:00 PM

To: Office of Public Affairs <OPA@ftc.gov>; Kaplan, Peter P. <pkaplan@ftc.gov>

Subject: NPR Request

Hi –

I'm a reporter with NPR.

I'm hoping to speak with Colleen Robbins about the World Patent Marketing case.

Can you give me a ring when you get a chance? (b)(6)

Thanks –

Nick Fountain

(b)(6)

From: [Robbins, Colleen B.](#)
To: [Evans, James](#); [Goodman, Jody](#)
Subject: Matt Whitaker
Date: Monday, March 20, 2017 10:55:01 AM

(b)(5)

He has not returned any of my calls.

Colleen

From: [Evans, James](#)
To: [Robbins, Colleen B.](#); [Goodman, Jody](#)
Cc: [Daffan, Kathleen](#)
Subject: Matt Whitaker
Date: Tuesday, October 24, 2017 8:14:36 PM

I haven't left yet and he just called so I answered. I figured it was probably good to get him while we could.

- Left the firm on the 30th of September, started new job on October 4th
- Very small firm, so best to work with him as opposed to others still in Iowa
- Wants to cooperate
- The challenge is everything is going to be a/c material
- On interactions with consumers:
 - Never e-mailed or wrote to consumers
 - One guy showed up at my office once b/c they listed me on their board or advisers or whatever
 - Explained that I acted as an outside lawyer from time to time but couldn't verify services or business
 - Wouldn't have personally ever said anything about the business
 - Had a few phone calls, voicemails from consumers, would have forwarded to Scott, wouldn't have been able to talk business
- There aren't any materials re: advisory board, never had a meeting, went down there once to Miami Beach four years ago for a tour and dinner, but otherwise just sat in hotel, thought it was a waste of time
- Didn't meet or talk to other members of the advisory board
- Followed Scott or Company on FB, saw when some guy from Israel joined board
- Don't think he has any material responsive but not privileged
 - Would e-mail back and forth with Scott, will look at e-mail still in box
 - Most of those are about a case we did, how I met Scott, there was a computer guy who scammed some money out of Scott in Iowa, had me look into it
 - Why don't I check it out and circle back on Monday
- Will review records and talk on Monday

James Evans

BCP • Division of Marketing Practices
Mailstop (b)(6) • Room CC-8543

(b)(6)
james.evans@ftc.gov

From: [Goodman, Jody](#)
To: [Robbins, Colleen B.](#); [Evans, James](#)
Subject: RE: Matt Whitaker
Date: Monday, March 20, 2017 11:14:06 AM

(b)(5)

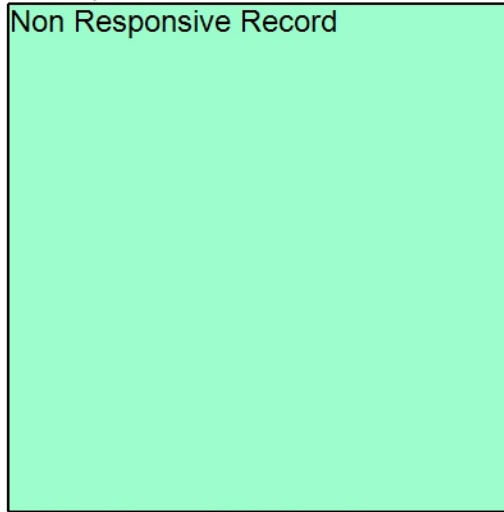
From: Robbins, Colleen B.
Sent: Monday, March 20, 2017 10:55 AM
To: Evans, James; Goodman, Jody
Subject: Matt Whitaker

(b)(5)

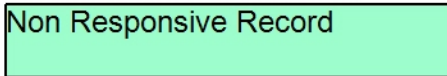
He has not returned any of my calls.

Colleen

From: [Evans, James](#)
To: [Michael Pineiro \(mpineiro@mnlawfirm.com\)](#); [Daniel Rashbaum](#); ["Jeffrey Marcus"](#); [Perlman, Jonathan](#); [jsuarez@gjb-law.com](#); [jarrastia@gjb-law.com](#); [Harmon, Heather](#)
Cc: [Robbins, Colleen B.](#); [Goodman, Jody](#)
Subject: Subpoenas Issued in FTC v World Patent Marketing
Date: Thursday, October 05, 2017 6:18:31 PM
Attachments: Non Responsive Record



[Whitaker Subpoena - Service Copy.pdf](#)



Counsel,

Please find attached copies of twenty-five subpoenas issued today in the above-captioned matter.

James Evans
Federal Trade Commission
Bureau of Consumer Protection
Division of Marketing Practices
600 Pennsylvania Avenue NW • CC-8528
Washington, DC 20580
(b)(6)
james.evans@ftc.gov

From: [Evans, James](#)
To: mwhitaker@whgllp.com
Cc: [Robbins, Colleen B.](#); [Goodman, Jody](#)
Subject: Subpoena in FTC v World Patent Marketing
Date: Tuesday, October 24, 2017 3:01:08 PM
Attachments: [Whitaker Subpoena.pdf](#)

Mr. Whitaker,

We did not receive a response from your firm to the attached subpoena by yesterday's return deadline. The subpoena was served on your firm on October 6, 2017. Please let us know when we can expect your response.

Thanks,
James

James Evans

Federal Trade Commission
Bureau of Consumer Protection
Division of Marketing Practices

600 Pennsylvania Avenue NW • CC-8528
Washington, DC 20580

(b)(6)
james.evans@ftc.gov



Bureau of Consumer Protection
Division of Marketing Practices

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

James E. Evans

(b)(6)

james.evans@ftc.gov

October 5, 2017

VIA FEDEX

Whitaker Hagenow & Gustoff LLP
c/o Matthew Whitaker, Managing Partner
521 East Locust Street, Suite 302
Des Moines, IA 50309

Re: *Federal Trade Commission v. World Patent Marketing, Inc., et al.*,
U.S. District Court for the Southern District of Florida,
Case No. 17-cv-20848

Dear Mr. Whitaker:

The attached Subpoena requests information that is in the possession, custody, or subject to the control of Whitaker Hagenow & Gustoff LLP (the "Firm") concerning the above-referenced matter.

Although the Subpoena requests that the Firm produce the requested documents for inspection at the United States Attorney's Office in Des Moines, you may comply with the Subpoena by shipping or e-mailing copies of the requested documents so that they are delivered no later than Monday, October 23, 2017, at 12 noon CDT, as instructed on the first page of the Schedule attached to the Subpoena. If you choose to appear in person in Des Moines, please contact me no later than October 16, 2017 to make arrangements.

In addition to providing documents responsive to the Subpoena, please sign and return the attached Certification of Records. If you have any questions regarding the Subpoena, please call me at (b)(6) and I will be happy to assist you.

Sincerely,

James Evans
Attorney

Enclosure

UNITED STATES DISTRICT COURT

for the

Southern District of Florida

Federal Trade Commission

Plaintiff

v.

World Patent Marketing, Inc., et al.

Defendant

Civil Action No. 17-cv-20848-Gayles-Otazo-Reyes

SUBPOENA TO PRODUCE DOCUMENTS, INFORMATION, OR OBJECTS
OR TO PERMIT INSPECTION OF PREMISES IN A CIVIL ACTIONTo: Whitaker Hagenow & Gustoff LLP, c/o Matthew Whitaker, Managing Partner
521 East Locust Street, Suite 302, Des Moines, Iowa 50309

(Name of person to whom this subpoena is directed)

☒ **Production:** **YOU ARE COMMANDED** to produce at the time, date, and place set forth below the following documents, electronically stored information, or objects, and to permit inspection, copying, testing, or sampling of the material:

See attached Schedule.

Place: Office of the United States Attorney
110 E. Court Ave., Suite 286, Des Moines, Iowa 50309
-- or at a different place to be agreed upon --

Date and Time:

Monday, October 23, 2017, 12 noon CDT

☐ **Inspection of Premises:** **YOU ARE COMMANDED** to permit entry onto the designated premises, land, or other property possessed or controlled by you at the time, date, and location set forth below, so that the requesting party may inspect, measure, survey, photograph, test, or sample the property or any designated object or operation on it.

Place:

Date and Time:

The following provisions of Fed. R. Civ. P. 45 are attached – Rule 45(c), relating to the place of compliance; Rule 45(d), relating to your protection as a person subject to a subpoena; and Rule 45(e) and (g), relating to your duty to respond to this subpoena and the potential consequences of not doing so.

Date: October 5, 2017

CLERK OF COURT

OR

Signature of Clerk or Deputy Clerk


Attorney's signature

The name, address, e-mail address, and telephone number of the attorney representing (name of party) _____
the Federal Trade Commission _____, who issues or requests this subpoena, are:

James Evans, 600 Pennsylvania Ave. NW, CC-8528, Washington, DC 20580, (b)(6), james.evans@ftc.gov

Notice to the person who issues or requests this subpoena

If this subpoena commands the production of documents, electronically stored information, or tangible things or the inspection of premises before trial, a notice and a copy of the subpoena must be served on each party in this case before it is served on the person to whom it is directed. Fed. R. Civ. P. 45(a)(4).

(This section should not be filed with the court unless required by Fed. R. Civ. P. 45.)

I received this subpoena for *(name of individual and title, if any)* Whitaker Hagenow & Gustoff LLP
on *(date)* October 5, 2017 .

☒ I served the subpoena by delivering a copy to the named person as follows: via FedEx to 521 East Locust
Street, Suite 302, Des Moines, Iowa 50309

on (date) October 5, 2017 ; or

☐ I returned the subpoena unexecuted because: _____

Unless the subpoena was issued on behalf of the United States, or one of its officers or agents, I have also tendered to the witness the fees for one day's attendance, and the mileage allowed by law, in the amount of \$ _____.

My fees are \$ _____ for travel and \$ _____ for services, for a total of \$ 0.00 .

I declare under penalty of perjury that this information is true.

Date: October 5, 2017


Server's signature

James Evans, Attorney

Printed name and title

Federal Trade Commission
600 Pennsylvania Ave. NW

Mailstop (b)(6)

Washington, DC 20580

Server's address

Additional information regarding attempted service, etc.:

Federal Rule of Civil Procedure 45 (c), (d), (e), and (g) (Effective 12/1/13)**(c) Place of Compliance.**

(1) For a Trial, Hearing, or Deposition. A subpoena may command a person to attend a trial, hearing, or deposition only as follows:

- (A) within 100 miles of where the person resides, is employed, or regularly transacts business in person; or
- (B) within the state where the person resides, is employed, or regularly transacts business in person, if the person
 - (i) is a party or a party's officer; or
 - (ii) is commanded to attend a trial and would not incur substantial expense.

(2) For Other Discovery. A subpoena may command:

- (A) production of documents, electronically stored information, or tangible things at a place within 100 miles of where the person resides, is employed, or regularly transacts business in person; and
- (B) inspection of premises at the premises to be inspected.

(d) Protecting a Person Subject to a Subpoena; Enforcement.

(1) Avoiding Undue Burden or Expense; Sanctions. A party or attorney responsible for issuing and serving a subpoena must take reasonable steps to avoid imposing undue burden or expense on a person subject to the subpoena. The court for the district where compliance is required must enforce this duty and impose an appropriate sanction—which may include lost earnings and reasonable attorney's fees—on a party or attorney who fails to comply.

(2) Command to Produce Materials or Permit Inspection.

(A) *Appearance Not Required.* A person commanded to produce documents, electronically stored information, or tangible things, or to permit the inspection of premises, need not appear in person at the place of production or inspection unless also commanded to appear for a deposition, hearing, or trial.

(B) *Objections.* A person commanded to produce documents or tangible things or to permit inspection may serve on the party or attorney designated in the subpoena a written objection to inspecting, copying, testing, or sampling any or all of the materials or to inspecting the premises—or to producing electronically stored information in the form or forms requested. The objection must be served before the earlier of the time specified for compliance or 14 days after the subpoena is served. If an objection is made, the following rules apply:

- (i) At any time, on notice to the commanded person, the serving party may move the court for the district where compliance is required for an order compelling production or inspection.
- (ii) These acts may be required only as directed in the order, and the order must protect a person who is neither a party nor a party's officer from significant expense resulting from compliance.

(3) Quashing or Modifying a Subpoena.

(A) *When Required.* On timely motion, the court for the district where compliance is required must quash or modify a subpoena that:

- (i) fails to allow a reasonable time to comply;
- (ii) requires a person to comply beyond the geographical limits specified in Rule 45(c);
- (iii) requires disclosure of privileged or other protected matter, if no exception or waiver applies; or
- (iv) subjects a person to undue burden.

(B) *When Permitted.* To protect a person subject to or affected by a subpoena, the court for the district where compliance is required may, on motion, quash or modify the subpoena if it requires:

- (i) disclosing a trade secret or other confidential research, development, or commercial information; or

(ii) disclosing an unretained expert's opinion or information that does not describe specific occurrences in dispute and results from the expert's study that was not requested by a party.

(C) *Specifying Conditions as an Alternative.* In the circumstances described in Rule 45(d)(3)(B), the court may, instead of quashing or modifying a subpoena, order appearance or production under specified conditions if the serving party:

- (i) shows a substantial need for the testimony or material that cannot be otherwise met without undue hardship; and
- (ii) ensures that the subpoenaed person will be reasonably compensated.

(e) Duties in Responding to a Subpoena.

(1) Producing Documents or Electronically Stored Information. These procedures apply to producing documents or electronically stored information:

(A) *Documents.* A person responding to a subpoena to produce documents must produce them as they are kept in the ordinary course of business or must organize and label them to correspond to the categories in the demand.

(B) *Form for Producing Electronically Stored Information Not Specified.* If a subpoena does not specify a form for producing electronically stored information, the person responding must produce it in a form or forms in which it is ordinarily maintained or in a reasonably usable form or forms.

(C) *Electronically Stored Information Produced in Only One Form.* The person responding need not produce the same electronically stored information in more than one form.

(D) *Inaccessible Electronically Stored Information.* The person responding need not provide discovery of electronically stored information from sources that the person identifies as not reasonably accessible because of undue burden or cost. On motion to compel discovery or for a protective order, the person responding must show that the information is not reasonably accessible because of undue burden or cost. If that showing is made, the court may nonetheless order discovery from such sources if the requesting party shows good cause, considering the limitations of Rule 26(b)(2)(C). The court may specify conditions for the discovery.

(2) Claiming Privilege or Protection.

(A) *Information Withheld.* A person withholding subpoenaed information under a claim that it is privileged or subject to protection as trial-preparation material must:

- (i) expressly make the claim; and
- (ii) describe the nature of the withheld documents, communications, or tangible things in a manner that, without revealing information itself privileged or protected, will enable the parties to assess the claim.

(B) *Information Produced.* If information produced in response to a subpoena is subject to a claim of privilege or of protection as trial-preparation material, the person making the claim may notify any party that received the information of the claim and the basis for it. After being notified, a party must promptly return, sequester, or destroy the specified information and any copies it has; must not use or disclose the information until the claim is resolved; must take reasonable steps to retrieve the information if the party disclosed it before being notified; and may promptly present the information under seal to the court for the district where compliance is required for a determination of the claim. The person who produced the information must preserve the information until the claim is resolved.

(g) Contempt.

The court for the district where compliance is required—and also, after a motion is transferred, the issuing court—may hold in contempt a person who, having been served, fails without adequate excuse to obey the subpoena or an order related to it.

For access to subpoena materials, see Fed. R. Civ. P. 45(a) Committee Note (2013).

**SCHEDULE FOR SUBPOENA TO
WHITAKER HAGENOW & GUSTOFF LLP**

Federal Trade Commission v. World Patent Marketing, Inc., et al.,
No. 17-cv-20848, U.S. District Court for the Southern District of Florida

Document Retention: You must retain all documentary materials used in preparing responses to this Subpoena. The FTC may require the submission of additional documents later during this litigation. Accordingly, you must suspend any routine procedures for document destruction and take other measures to prevent the destruction of documents that are in any way relevant to this litigation, even if you believe those documents are protected from discovery.

Manner of Production: You may produce documentary material or tangible things by making them available for inspection and copying at the place specified on the face of the Subpoena. Alternatively, you may ship or e-mail all responsive documents and tangible things to:

James Evans
Federal Trade Commission
600 Pennsylvania Ave.
Mailstop CC-8528
Washington, DC 20580

james.evans@ftc.gov

If you are shipping the materials, use a courier service such as Federal Express or UPS because heightened security measures delay postal delivery to the FTC. If you are e-mailing the materials, please use a secure file transfer application. If you do not have access to a secure file transfer application, send a request to james.evans@ftc.gov for a link to securely upload the materials to the FTC.

Certification of Records of Regularly Conducted Activity: Attached is a Certification of Records of Regularly Conducted Activity. Please execute and return this Certification with your response. Completing this certification may reduce the need to subpoena you to testify at future proceedings to establish the admissibility of documents produced in response to this Subpoena.

Please review carefully the Definitions and Instructions that appear after the Specifications and provide important information regarding compliance with this Subpoena.

SPECIFICATIONS

Applicable Time Period: Unless otherwise directed, the applicable time period for the requests set forth below is from January 1, 2014 through the date of full and complete compliance with this Subpoena.

“Defendants” means:

- Desa Industries, Inc., also doing business as World Patent Marketing;
- World Patent Marketing, Inc.;
- Scott Cooper;
- Any other business or individual that You know to be associated with Desa Industries, Inc., also doing business as World Patent Marketing, World Patent Marketing, Inc., or Scott Cooper.

Produce the following Documents:

- S-1. All retention agreements and other contracts with each Defendant, even if created prior to the Applicable Time Period.
- S-2. All billing invoices and payment records related to each Defendant (with privileged information redacted).
- S-3. All Documents sufficient to show the source of payments to the Firm from each Defendant.
- S-4. All non-privileged correspondence between the Firm and each Defendant, including all directors, officers, members, employees, agents, consultants, and other persons working for or on behalf of each Defendant.
- S-5. All correspondence between the Firm and the customers of each Defendant.
- S-6. All non-privileged records of meetings or telephone calls with each Defendant.
- S-7. All records of meetings or telephone calls with customers of each Defendant.
- S-8. All complaints received from any source about each Defendant.
- S-9. All Documents sufficient to Identify all directors, officers, members, employees, agents, consultants, and other persons working for or on behalf of the Firm who worked for or on behalf of each Defendant during the Applicable Time Period.

DEFINITIONS

The following definitions apply to this Subpoena:

D-1. **“Firm,” “You,” or “Your”** means **Whitaker Hagenow & Gustoff LLP**, its wholly or partially owned subsidiaries, unincorporated divisions, joint ventures, operations under assumed names, and affiliates, and all directors, officers, members, employees, agents, consultants, and other persons working for or on behalf of the foregoing.

D-2. **“Document”** means the complete original, all drafts, and any non-identical copy, whether different from the original because of notations on the copy, different metadata, or otherwise, of any item covered by Federal Rule of Civil Procedure 34(a)(1)(A).

D-3. **“Identify” or “the identity of”** requires identification of (a) natural persons by name, title, present business affiliation, present business address, telephone number, and email address or, if a present business affiliation or present business address is not known, the last known business and home addresses; and (b) businesses or other organizations by name, address, and the identities of your contact persons at the business or organization.

INSTRUCTIONS

I-1. **Withholding Requested Material / Privilege Claims:** If you withhold from production any material responsive to this Subpoena based on a claim of privilege, work product protection, statutory exemption, or any similar claim, you must assert the claim no later than the return date of this Subpoena, and you must submit a detailed log, in a searchable electronic format, of the items withheld that identifies the basis for withholding the material and meets all the requirements set forth in 16 C.F.R. § 2.11(a)–(c). The information in the log must be of sufficient detail to enable FTC staff to assess the validity of the claim for each document, including attachments, without disclosing the protected information. If only some portion of any responsive material is privileged, you must submit all non-privileged portions of the material. Otherwise, produce all responsive information and material without redaction. The failure to provide information sufficient to support a claim of protected status may result in denial of the claim.

I-2. **Modification of Specifications:** The FTC may be able to modify this Subpoena. If you would like to propose any modifications, please contact counsel for the FTC.

I-3. **Scope of Search:** This Subpoena covers documents and information in your possession or under your actual or constructive custody or control, including documents and information in the possession, custody, or control of your attorneys, accountants, directors, officers, employees, service providers, and other agents and consultants, whether or not such documents or information were received from or disseminated to any person or entity.

I-4. **Identification of Responsive Documents:** You must identify in writing the documents that are responsive to each specification. Documents that may be responsive to more than one specification of this Subpoena need not be produced more than once. If any documents responsive to this Subpoena have been previously supplied to the FTC, you may identify the documents previously provided and the date of submission.

I-5. **Maintain Document Order:** You must produce documents in the order in which they appear in your files or as electronically stored. If documents are removed from their original folders, binders, covers, containers, or electronic source, you must specify the folder, binder, cover, container, or electronic media or file paths from which such documents came.

I-6. **Numbering of Documents:** You must number all documents in your submission with a unique identifier such as a Bates number or a document ID.

I-7. **Production of Copies:** Unless otherwise stated, you may submit copies in lieu of original documents if they are true, correct, and complete copies of the originals and you preserve and retain the originals in their same state as of the time you received this Subpoena. Submission of copies constitutes a waiver of any claim as to the authenticity of the copies should the FTC introduce such copies as evidence in any legal proceeding.

I-8. **Production in Color:** You must produce copies of advertisements in color, and you must produce copies of other materials in color if necessary to interpret them or render them intelligible.

I-9. **Electronically Stored Information:** See the below FTC Bureau of Consumer Protection Production Requirements (“Production Requirements”), which detail all requirements for the production of electronically stored information to the FTC. You must discuss issues relating to the production of electronically stored information with FTC staff prior to production.

I-10. **Sensitive Personally Identifiable Information (“Sensitive PII”) or Sensitive Health Information (“SHI”):** If any materials responsive to this Subpoena contain Sensitive PII or SHI, please contact FTC counsel before producing those materials to discuss whether there are steps you can take to minimize the amount of Sensitive PII or SHI you produce, and how to securely transmit such information to the FTC.

Sensitive PII includes an individual’s Social Security number; an individual’s biometric data (such as fingerprints or retina scans, but not photographs); and an individual’s name, address, or phone number in combination with one or more of the following: date of birth, Social Security number, driver’s license or state identification number (or foreign country equivalent), passport number, financial account number, credit card number, or debit card number. SHI includes medical records and other individually identifiable health information relating to the past, present, or future physical or mental health or conditions of

an individual, the provision of health care to an individual, or the past, present, or future payment for the provision of health care to an individual.

PRODUCTION REQUIREMENTS

In producing information in response to this Subpoena, you must comply with the following production requirements, unless the FTC agrees otherwise. If you have any questions about these requirements, please contact counsel for the FTC before production.

A. Production Format

1. **General Format:** Provide load-ready electronic productions with: (a) an Opticon image load file (.OPT) containing a line for every image file; and (b) a delimited data load file (.DAT) containing a line for every document, with bates references, metadata fields, and native file links, where applicable.

2. **Electronically Stored Information (“ESI”):** Documents stored in electronic format in the ordinary course of business must be produced in the following format:

- a) For ESI other than the categories described below, submit in native electronic format with extracted text or Optical Character Recognition (OCR), all metadata, and corresponding image renderings converted to Group IV, 300 DPI, single-page Tagged Image File Format (TIFF) or color JPEG images (if color is necessary to interpret the contents or render them intelligible).
- b) For Microsoft Excel, Access, or PowerPoint files, submit in native format with extracted text and metadata. Data compilations in Excel spreadsheets or in delimited text formats must contain all underlying data, formulas, and algorithms without redaction.
- c) For other spreadsheet, database, presentation, or multimedia formats; instant messages; or proprietary applications, discuss production format during the meet and confer.

3. **Hard Copy Documents:** Documents stored in hard copy in the ordinary course of business must be scanned and submitted as 300 DPI individual single page TIFFs (or color JPGs when necessary to interpret documents or render them intelligible), with corresponding document-level OCR text and logical document determination in an accompanying load file.

4. **Extracted Text/OCR:** Submit text as document-level text files, named for the beginning bates number, and organized into a folder separate from images. We cannot accept Unicode text files.

5. **Document Identification:** Provide a unique DocId or bates number for each hard copy or electronic document, consisting of a prefix and a consistent number of numerals using leading zeros. Do not use a space to separate the prefix from numbers.

6. **Attachments:** Preserve the parent/child relationship by producing attachments as separate documents, numbering them consecutively to the parent email, and including a reference to all attachments.

7. **Metadata Production:** For each document submitted electronically, include standard metadata fields in a standard ASCII delimited data load file. The first line of the data load file shall include the field names. **Submit date and time data in separate fields.** Use these delimiters in delimited data load files:

Description	Symbol	ASCII Code
Field Separator	<	20
Quote Character	P	254
Multi Entry delimiter	®	174
<Return> Value in data	~	126

8. **De-duplication:** Do not use de-duplication or email threading software without FTC counsel approval.

9. **Password-Protected Files:** Remove passwords prior to production. If password removal is not possible, provide the original and production filenames and the password under separate cover.

10. **Sensitive PII or SHI:** Use data encryption to protect any Sensitive PII or SHI (as defined in the Subpoena Schedule). Provide encryption passwords in advance of delivery, under separate cover.

B. Producing and Submitting Media to the FTC

1. Prior to production, scan all media and data for viruses and confirm the media and data are virus-free.

2. For productions smaller than 50 GB, the FTC can accept electronic file transfer via FTC-hosted secure file transfer protocol (Accellion or SecureZip). Contact FTC counsel to request this option. The FTC cannot accept files via Dropbox, Google Drive, OneDrive, or other third-party file transfer sites.

3. Use the least amount of media necessary for productions. Acceptable media formats are CDs, DVDs, flash drives, and hard drives. Format all media for use with Windows 7.

4. Use a courier service (e.g., Federal Express, UPS) because heightened security measures delay postal delivery. Mark the exterior of all packages containing electronic media with the following:

**Magnetic Media – Do Not X-Ray
May Be Opened For Inspection**

5. Provide a production transmittal letter with each production that includes:
- a) Production volume name (e.g., Volume 1), date of production, and numeric DocID number range of all documents included in the production;
 - b) List of custodians and the DocID number range for each custodian;
 - c) Total number of records and all underlying images, emails, and associated attachments, native files, and databases in the production
 - d) List of load file fields in the order in which they are organized in the data file.

**CERTIFICATION OF RECORDS OF
REGULARLY CONDUCTED ACTIVITY**

Pursuant to 28 U.S.C. § 1746

I, _____, have personal knowledge of the facts set forth below and am competent to testify as follows:

1. I have authority to certify the authenticity of the records produced by Whitaker Hagenow & Gustoff LLP and attached hereto.

2. The documents produced and attached hereto by Whitaker Hagenow & Gustoff LLP are originals or true copies of records of regularly conducted activity that:

- a) Were made at or near the time of the occurrence of the matters set forth by, or from information transmitted by, a person with knowledge of those matters;
- b) Were kept in the course of the regularly conducted activity of Whitaker Hagenow & Gustoff LLP; and
- c) Were made by the regularly conducted activity as a regular practice of Whitaker Hagenow & Gustoff LLP.

I certify under penalty of perjury that the foregoing is true and correct.

Executed on _____, 2017.

Signature

**UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF FLORIDA**

Case No. 17-cv-20848-Gayles-Turnoff

Federal Trade Commission,

Plaintiff,

v.

World Patent Marketing, Inc., et al.,

Defendants.

CERTIFICATE OF SERVICE

I hereby certify that on October 5, 2017, I caused a copy of Plaintiff's subpoena to Whitaker Hagenow & Gustoff LLP issued October 5, 2017 to be served by e-mail on counsel of record identified on the service list below:

Michael A. Pineiro
Daniel L. Rashbaum
Jeffrey E. Marcus
Marcus Neiman & Rashbaum LLP
2 South Biscayne Blvd., Suite 1750
Miami, FL 33131
(305) 400-4260
mpineiro@mnrlawfirm.com
drashbaum@mnrlawfirm.com
jmarcus@mnrlawfirm.com

*Attorneys for Defendants World Patent
Marketing, Inc., Desa Industries, Inc.,
and Scott Cooper*

Jesus M. Suarez
John Arrastia
Heather L. Harmon
Genovese Joblove & Battista, P.A
100 SE Second Street, 44th Floor
Miami, FL 33131
(305) 349-2300
jsuarez@gjb-law.com
jarrastia@gjb-law.com
hharmon@gjb-law.com

Attorneys for Receiver Jonathan E. Perlman

/s/ James Evans

James Evans

From: [Evans, James](#)
To: [Robbins, Colleen B.](#); [Goodman, Jody](#)
Subject: Desa Wires
Date: Friday, February 17, 2017 1:08:41 AM

(b)(5)

Beneficiary	# of Payments	Total of Payments
tgk associates	62	\$ 945,108.54
tdm digital llc	18	\$ 891,714.00
PAYCOM PAYROLL LLC	17	\$ 806,233.92
INVENTION MARKETING SOLUTIONS	35	\$ 656,842.00
VIRTUAL EMPLOYEE PRIVATE LIMITED	49	\$ 410,939.74
kingred enterprises	17	\$ 367,466.00
tan venture	21	\$ 267,097.00
DESA INDUSTRIES	6	\$ 261,000.00
integrity patent group	6	\$ 244,522.00
AMCR GROUP	14	\$ 213,228.06
PHIL VIRGA	13	\$ 158,535.00
atlantic binding	6	\$ 32,388.08
nextbee	6	\$ 30,160.00
wyoming farms	5	\$ 30,000.00
biomedical patent	3	\$ 27,076.25
juan rivera	2	\$ 26,000.00
eclectic elements	5	\$ 24,498.52
danielle johnson	1	\$ 22,000.00
Time pieces and antiques	2	\$ 21,850.00
RW ADVERTISING	4	\$ 20,000.00
33 management lie	1	\$ 18,434.78
VERUS DESIGN	3	\$ 14,850.00
marcus souza	1	\$ 14,000.00
COFE	1	\$ 13,956.76
EB MOULDINGS CO., LTD	3	\$ 13,137.00
nitzan nuriel	5	\$ 12,500.00
maglan information	1	\$ 12,000.00
jessica villan	21	\$ 11,047.50

HUBSPOT INC	1	\$	10,201.50
Internet Escrow Services	2	\$	10,087.75
esti prager	1	\$	10,000.00
American Continental Group	1	\$	10,000.00
DELL DAILEY	2	\$	10,000.00
pinta usa	1	\$	10,000.00
matthew whitaker pc account	5	\$	9,375.00
yuri murzin	1	\$	8,995.00
outbounders	1	\$	8,000.00
crosspoint international	2	\$	6,190.47
KELSEY SWANSON	1	\$	5,000.00
mh investigation	2	\$	5,000.00
RONALD MALLET	1	\$	5,000.00
LEWIS AND LIN	1	\$	5,000.00
us bank equipment finance	1	\$	3,993.63
GLOBAL DISTRIBUTING NETWORK INC	1	\$	3,800.00
Sprezzatura Insurance Group, LLC	1	\$	2,665.00
Nadia Amarillo	1	\$	2,050.00
matomy usa	1	\$	2,000.00
lazarus charbonneau in trust	1	\$	2,000.00
GERALD BUNTING	1	\$	2,000.00
strong project	1	\$	1,915.00
JINAN CHENG HAO TECHNOLOGY	1	\$	1,676.40
digital target marketing	1	\$	1,500.00
Monica McKee	1	\$	1,295.00
vertina. muwonge	1	\$	1,095.00
nathna schruder	1	\$	995.00
trustpilot	1	\$	909.00
SHANGHAI XINYU CHEMICAL	1	\$	898.96
jorge argota	1	\$	700.00
blum nico	1	\$	550.00
henry curtis	1	\$	500.00
Ken Self	1	\$	368.50
Disley Textile Group HK	2	\$	260.00
WIRE TRANSFER FEE/RECALL	1	\$	25.00
Grand Total	372	\$	5,710,631.36

From: [Robbins, Colleen B.](#)
To: [Goodman, Jody](#); [Evans, James](#)
Cc: [Daffan, Kathleen](#); [Greisman, Lois C.](#)
Subject: FW: FOIA Request 2019-00162 Expedited Treatment Granted - Matthew Whitaker and World Patent Marketing
Date: Tuesday, November 13, 2018 11:35:08 AM
Attachments: [RD 2019-00162.pdf](#)
[image001.png](#)
Importance: High

FYI

From: Lafalaise, Kamay
Sent: Tuesday, November 13, 2018 11:32 AM
To: Greisman, Lois C. <LGREISMAN@ftc.gov>; Robbins, Colleen B. <CROBBINS@ftc.gov>
Subject: FOIA Request 2019-00162 Expedited Treatment Granted - Matthew Whitaker and World Patent Marketing
Importance: High

Good morning,

Our office has received the following FOIA request from the Washington Post:

- 1) Any and all internal records of communication including but not limited to emails, phone, text, letter and memos referring to Matthew G. Whitaker.
- 2) Any and all records of communication including but not limited to emails, phone, text, letter and memos by, to or from Matthew G. Whitaker to any parties in the FTC case involving World Patent Marketing.
- 3) Copies of all communications between Matthew G. Whitaker and his law firm in Des Moines, Iowa—Hagenow & Gustoff.
- 4) Copies of any and all records in which Matthew G. Whitaker is communicating with the clients or customers of World Patent Marketing.

Please see the attached document for details.

The requester also asked for expedited processing of this request, and our office has granted this request. This means we should handle this request on a “first-in, first-out” basis and work to release records as practicably as possible. *See Open America v. Watergate Special Prosecution Force*, 547 F.2d 605, 614-16 (D.C. Cir. 1976), citing 5 U.S.C. § 552(a)(6)(C).

If responsive records are too large to send over email, I will set up an IntraAgency folder.

Please let me know if you have any questions. OGC appreciates your assistance with this request.

Sincerely,
Kamay

Kamay Lafalaise
Attorney | Office of the General Counsel
Federal Trade Commission
600 Pennsylvania Ave NW, Washington, DC 20580

(b)(6)



From: [Evans, James](#)
To: [Robbins, Colleen B.](#); [Goodman, Jody](#)
Subject: FW: Subpoena in FTC v World Patent Marketing
Date: Wednesday, October 25, 2017 3:08:55 PM

FYI

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Wednesday, October 25, 2017 3:06 PM
To: Evans, James
Subject: Re: Subpoena in FTC v World Patent Marketing

As I mentioned on the phone last night, I left the law firm on September 30, 2017. As a courtesy, I will search my email for non privileged documents. I am using this old email address for convenience and I am no longer a partner of the firm. I can be reached on my personal cell phone at (b)(6) Thanks

From: Evans, James <jevans1@ftc.gov>
Sent: Tuesday, October 24, 2017 3:01:07 PM
To: Matthew Whitaker
Cc: Robbins, Colleen B.; Goodman, Jody
Subject: Subpoena in FTC v World Patent Marketing

Mr. Whitaker,

We did not receive a response from your firm to the attached subpoena by yesterday's return deadline. The subpoena was served on your firm on October 6, 2017. Please let us know when we can expect your response.

Thanks,
James

James Evans
Federal Trade Commission
Bureau of Consumer Protection
Division of Marketing Practices
600 Pennsylvania Avenue NW • CC-8528
Washington, DC 20580
(b)(6)
james.evans@ftc.gov

From: [Robbins, Colleen B.](#)
To: [Evans, James](#); [Goodman, Jody](#); [Daffan, Kathleen](#)
Subject: FW: Trump's Acting AG Linked To Patent Scam Shuttered By FTC
Date: Thursday, November 08, 2018 7:06:36 AM

From: Law360 Alerts <news-q@law360.com>
Sent: Thursday, November 08, 2018 6:37 AM
To: Robbins, Colleen B. <CROBBINS@ftc.gov>
Subject: Trump's Acting AG Linked To Patent Scam Shuttered By FTC

Law360



Dear Colleen B. Robbins,

Since you are listed as counsel in the matter of [Federal Trade Commission v. World Patent Marketing, Inc. et al](#), we thought you might be interested in an article we wrote on the case.

Trump's Acting AG Linked To Patent Scam Shuttered By FTC

Matthew G. Whitaker, whom President Donald Trump appointed acting attorney general Wednesday after firing Jeff Sessions, served as a board member at a so-called invention promotion company that the Federal Trade Commission shut down last year on allegations that it "bilked millions from consumers."

Not sure if your firm subscribes? Ask your librarian.

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[Privacy Policy](#)

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From: [Robbins, Colleen B.](#)
To: [Goodman, Jody](#); [Evans, James](#)
Subject: FW: Whitaker's link to a "scam" company that was shut down by the government
Date: Friday, November 09, 2018 12:07:19 PM

From: Mendez, Rosario
Sent: Friday, November 09, 2018 11:28 AM
To: Robbins, Colleen B. <CROBBINS@ftc.gov>
Subject: FW: Whitaker's link to a 'scam' company that was shut down by the government

Hi Colleen, I saw this and just wanted to flag it for you in case you haven't seen in.

Check out this story on CNN: <https://www.cnn.com/2018/11/07/politics/whitaker-company-government/index.html>

From: [Goodman, Jody](#)
To: [Robbins, Colleen B.](#); [Evans, James](#)
Subject: FW: World Patent Marketing - what recourse do I have?
Date: Monday, April 03, 2017 4:58:00 PM

(b)(5)

From: (b)(6) [redacted] com]
Sent: Monday, April 03, 2017 4:54 PM
To: Robbins, Colleen B.
Cc: Evans, James; Goodman, Jody
Subject: World Patent Marketing - what recourse do I have?

Hi Ms. Robbins,

We just found out that we were scammed by WPM. I submitted the below information via the FTC website today. I imagine that you all are extremely busy but I just need to know what (if anything) I can do to get our money back. I also wanted to share an email that I received from WPM (below the case, from Rick Robles of WPM).

Please advise.

(b)(6)

Submitted to ftccomplaintassistant.gov on (b)(6)
Reference number (b)(6)

I submitted my idea to World Patent Marketing back in October 2015. My initial contact was with Sydney Michel. He's a project manager. He was enthusiastic about my idea and said that he would share it with management. He came back shortly after and said that management was excited and that they would like us to proceed with getting a Global Invention Royalty Analysis. At first they said it cost approximately \$1,000 for Phase I. Then shortly after, they said that the idea was so good and they wanted to move forward so they said the cost would be \$795. We did research on the company and couldn't find any negative reviews (at that time). We found several positive reviews. We thought we did our due diligence. We ended up paying the \$795 (via PayPal).

They did the analysis and continued to string us a long. They pretty much guaranteed that we would make our money back plus. They had smooth talkers convince us that we had a great idea and would have no problems getting manufacturers to buy the product. We were convinced to proceed with the process. In March of 2016, we took money out of our retirement fund to pay for a patent. We paid them \$26,995 via PayPal on (b)(5) 2016. A patent was filed but not much was done ever since.

The process slowed down significantly after they received their payment. I was consistently following up and getting the run around. Customer service was awful. They just didn't seem to care anymore. I reached out to the CEO, Scott Cooper and he wasn't helpful at all. He was short with me and wasn't helpful at all.

I was recently notified that lawsuits have been filed with WPM. I'm not sure where to go from here. What recourse do we have?

Kind Regards,

(b)(6)

----- Forwarded message -----

From: **Rick Robles** <rrobles@worldpatentmarketing.com>

Date: Wed, Apr 27, 2016 at 4:05 PM

Subject: Re: Questions we should have asked up front

To: (b)(6) <[com](mailto:(b)(6)@worldpatentmarketing.com)>

Hi (b)(6)

I am happy to answer your questions and address any concerns. These questions come from the AIPA (American Inventor's Protection Act). The American inventors protection act is to protect inventors from **invention promotion companies** that solicit inventors to pay for marketing services to promote an invention. World Patent Marketing IS NOT an invention promotion company. We are a manufacture, engineer of patented products, and a patent assistance company. Since our clients only pay for research and patent expenses, the USPTO and FCC does not categorize WPM as an invention promotion company; and, as a result, WPM does not publicize this data. However, these questions are understandable and I want to encourage you to re-visit our website and review the last 19 licensing deals that have been published. Often times, the long legal process of obtaining intellectual property may discourage an inventor. I assure you that when your product is in patent pending (which it WILL be), we will create and fund the marketing campaign to publicize your patent to licensing manufactures. Your publicity commitment details all the phases of the marketing campaign.

As far as a clean record, WPM has a 100% clean record and we have never been investigated or have been in trouble with the FTC, BBB (We have an A+ rating), or any consumer protection agency (We have 5 stars with consumer affairs). Mathew G. Whitaker is a former state attorney and he is on our advisory board along with many other reputable Political, Military, Civilian, and Medical experts. We are looking forward to marketing your patent and we are very optimistic of our opportunity. We appreciate your patience as we execute your protection. Please let me know if you have any further questions.

<https://worldpatentmarketing.com/patent-licensing/>

<https://worldpatentmarketing.com/advisoryboard/>

Thank you,

On Wed, Apr 27, 2016 at 3:23 PM, (b)(6) <[com](mailto:(b)(6)@worldpatentmarketing.com)> wrote:
Hi Rick,

Do you think you can email (b)(6) and I back with the answers to the following questions? We should have asked these prior to engaging with WPM.

1) Please provide the total number of inventions that have been evaluated for commercial potential in the past five years by WPM. How many of the evaluations were positive, accepted by WPM? How many were negative, rejected by WPM?

2) Please provide the total number of customers, known by WPM, who have received a net financial profit as a direct result of WPM's promotion services. What is WPM's success rate over the past five years [that is, the number of clients who made more money from their invention than they paid]?

3) Please provide the total number of customers, known by WPM, to have received license agreements for their inventions as a direct result of WPM's services.

4) Has WPM ever been investigated by or been in trouble with the FTC, BBB or an consumer protection agency or Attorney General's Office? If so, when and where?

Thanks,

(b)(6)

--

Rick Robles

Product Director

Tel: [888-926-8174](tel:888-926-8174) Ext.287

Fax: [888-689-2485](tel:888-689-2485)

rrobles@worldpatentmarketing.com

From: [Evans, James](#)
To: [Robbins, Colleen B.](#); [Goodman, Jody](#)
Subject: FW: World Patent Marketing
Date: Tuesday, October 24, 2017 4:48:30 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)

(b)(5)

(b)(6)

From: Matthew Whitaker [mailto:mwhitaker@whgllp.com]
Sent: Friday, August 21, 2015 12:59 PM
To: [REDACTED]
Cc: scott (scott@worldpatentmarketing.com)
Subject: World Patent Marketing

(b)(6)

Scott forwarded me your emails and I am concerned about what you are trying to communicate to Scott Cooper and WPM.

I am a former United States Attorney for the Southern District of Iowa and I also serve on World Patent Marketing's Advisory Board.

Your emails and message from today seem to be an apparent attempt at possible blackmail or extortion. You also mentioned filing a complaint with the Better Business Bureau and to smear World Patent Marketing's reputation online. I am assuming you understand that there could be serious civil and criminal consequences for you if that is in fact what you and your "group" are doing.

I am familiar with your background and your history with Scott. Understand that we take threats like this quite seriously.

Perhaps you can email me and specifically explain to me exactly what your intentions are with regards to World Patent Marketing so I can respond accordingly.

I can be reached at this email address.

Please conduct yourself accordingly.

Regards, MW

**WHITAKER HAGENOW
& GUSTOFF LLP** 

Matthew G. Whitaker

WHITAKER HAGENOW & GUSTOFF LLP

Counselors and Attorneys at Law

521 East Locust St., Suite 302

Des Moines, IA 50309-2017

Phone: 515.868.0210

E-Mail: mwhitaker@whgllp.com

Connect with me on:



This electronic message is from a law firm. It may contain confidential or privileged information. If you received this transmission in error, please reply to the sender to advise of the error and delete this transmission and any attachments.

From: [Evans, James](#)
To: [Robbins, Colleen B.](#); [Goodman, Jody](#)
Subject: RE: BBB
Date: Friday, February 17, 2017 4:31:05 PM

(b)(5)

Beneficiary	# of Payments	Total of Payments
nitzan nuriel	5	\$ 12,500.00
DELL DAILEY	2	\$ 10,000.00
matthew whitaker pc account	5	\$ 9,375.00
KELSEY SWANSON	1	\$ 5,000.00
RONALD MALLETT	1	\$ 5,000.00

From: Robbins, Colleen B.
Sent: Friday, February 17, 2017 4:18 PM
To: Goodman, Jody; Evans, James
Subject: RE: BBB

(b)(5)

From: Goodman, Jody
Sent: Friday, February 17, 2017 4:15 PM
To: Robbins, Colleen B.; Evans, James
Subject: RE: BBB

So....

(b)(6) - spent about 2 hours with Scott (b)(6) was escorted around by 2 security guards who were introduced as from Israel, from Israel's "equivalent of Navy SEALs." The atmosphere was very controlled.

(b)(6) saw the guards, a receptionist, and 3-4 people who seemed to be doing development. No telemarketers, but they could have been in a different area. (b)(6)

(b)(6) Scott's office was "huge," with several video screens. He showed (b)(6) several videos, including for the butt-lifting jeans (which (b)(6) found in bad taste).

(b)(6) Scott said WPM did manufacturing, and that they had "plants in China that produced things." Scott showed (b)(6) a "little scraper thing" that sold in Home Depot. He said Scott gave him one to take with him. I asked if it was Safety Blade and he said that sounds right.

From: [Goodman, Jody](#)
To: [Evans, James](#); [Robbins, Colleen B.](#)
Subject: RE: Message from Unknown sender (b)(6)
Date: Tuesday, October 24, 2017 4:07:00 PM
Attachments: [image001.png](#)

O.M.G.

From the article:

“It is time for Rosenstein, who is the acting attorney general for the purposes of this investigation, to order Mueller to limit the scope of his investigation to the four corners of the order appointing him special counsel,” Whitaker wrote.

...

“It is time for Rosenstein, who is the acting attorney general for the purposes of this investigation, to order Mueller to limit the scope of his investigation to the four corners of the order appointing him special counsel,” Whitaker wrote.

And of course, in his past:



Matthew G. Whitaker, Former US Attorney
and US Senate Candidate

"As a former US Attorney, I would only align myself with a first class organization. World Patent Marketing goes beyond making statements about doing business "ethically" and translates them into action."

From: Evans, James
Sent: Tuesday, October 24, 2017 3:33 PM
To: Robbins, Colleen B.; Goodman, Jody
Subject: RE: Message from Unknown sender (b)(6)

https://www.huffingtonpost.com/entry/matthew-whitaker-jeff-sessions-trump-russia-mueller_us_59c58316e4b01cc57ff23f65

From: Evans, James
Sent: Tuesday, October 24, 2017 3:30 PM
To: Daffan, Kathleen; Robbins, Colleen B.; Goodman, Jody
Subject: FW: Message from Unknown sender (b)(6)

You're not going to believe this... Matt Whitaker is now chief of staff to the Attorney General. Of the United States.

From: Cisco Unity Connection Messaging System [<mailto:unityconnection@hq-unity-01.trade.ftc.gov>]

Sent: Tuesday, October 24, 2017 3:18 PM

To: jevans1@hq-unity-01.trade.ftc.gov

Subject: Message from Unknown sender (b)(6)

From: [Evans, James](#)
To: [Robbins, Colleen B.](#); [Goodman, Jody](#)
Subject: RE: Message from Unknown sender (b)(6)
Date: Tuesday, October 24, 2017 3:33:17 PM

https://www.huffingtonpost.com/entry/matthew-whitaker-jeff-sessions-trump-russia-mueller_us_59c58316e4b01cc57ff23f65

From: Evans, James
Sent: Tuesday, October 24, 2017 3:30 PM
To: Daffan, Kathleen; Robbins, Colleen B.; Goodman, Jody
Subject: FW: Message from Unknown sender (b)(6)

You're not going to believe this... Matt Whitaker is now chief of staff to the Attorney General. Of the United States.

From: Cisco Unity Connection Messaging System [<mailto:unityconnection@hq-unity-01.trade.ftc.gov>]
Sent: Tuesday, October 24, 2017 3:18 PM
To: jevans1@hq-unity-01.trade.ftc.gov
Subject: Message from Unknown sender (b)(6)

From: [Robbins, Colleen B.](#)
To: [Goodman, Jody](#); [Evans, James](#)
Subject: RE: Message from Unknown sender (b)(6)
Date: Wednesday, October 25, 2017 10:08:12 AM
Attachments: [image001.png](#)

OMG is right!

From: Goodman, Jody
Sent: Tuesday, October 24, 2017 4:07 PM
To: Evans, James; Robbins, Colleen B.
Subject: RE: Message from Unknown sender (b)(6)

O.M.G.

From the article:

“It is time for Rosenstein, who is the acting attorney general for the purposes of this investigation, to order Mueller to limit the scope of his investigation to the four corners of the order appointing him special counsel,” Whitaker wrote.

...

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And of course, in his past:

From: [Evans, James](#)
To: [Robbins, Colleen B.](#); [Goodman, Jody](#)
Subject: RE: Subpoena in FTC v World Patent Marketing
Date: Wednesday, October 25, 2017 3:55:29 PM

(b)(5)

From: Robbins, Colleen B.
Sent: Wednesday, October 25, 2017 3:54 PM
To: Goodman, Jody; Evans, James
Subject: RE: Subpoena in FTC v World Patent Marketing

(b)(5)

From: Goodman, Jody
Sent: Wednesday, October 25, 2017 3:53 PM
To: Robbins, Colleen B.; Evans, James
Subject: RE: Subpoena in FTC v World Patent Marketing

(b)(5)

From: Robbins, Colleen B.
Sent: Wednesday, October 25, 2017 3:11 PM
To: Evans, James; Goodman, Jody
Subject: RE: Subpoena in FTC v World Patent Marketing

(b)(5)

From: Evans, James
Sent: Wednesday, October 25, 2017 3:09 PM
To: Robbins, Colleen B.; Goodman, Jody
Subject: FW: Subpoena in FTC v World Patent Marketing

FYI

From: Matthew Whitaker [<mailto:mwhitaker@whgllp.com>]
Sent: Wednesday, October 25, 2017 3:06 PM
To: Evans, James
Subject: Re: Subpoena in FTC v World Patent Marketing

As I mentioned on the phone last night, I left the law firm on September 30, 2017. As a courtesy, I will search my email for non privileged documents. I am using this old email address for convenience and I am no longer a partner of the firm. I can be reached on my personal cell phone at (b)(6) Thanks

From: Evans, James <jevans1@ftc.gov>
Sent: Tuesday, October 24, 2017 3:01:07 PM
To: Matthew Whitaker
Cc: Robbins, Colleen B.; Goodman, Jody

Subject: Subpoena in FTC v World Patent Marketing

Mr. Whitaker,

We did not receive a response from your firm to the attached subpoena by yesterday's return deadline. The subpoena was served on your firm on October 6, 2017. Please let us know when we can expect your response.

Thanks,
James

James Evans

Federal Trade Commission
Bureau of Consumer Protection
Division of Marketing Practices

600 Pennsylvania Avenue NW • CC-8528
Washington, DC 20580

(b)(6)

james.evans@ftc.gov

To: Robbins, Colleen B.; Evans, James
Subject: Re: Whitaker

I left 2 messages but he didn't call back

On: 23 March 2017 21:02, "Robbins, Colleen B." <CROBBINS@ftc.gov> wrote:

(b)(5)



Let's talk tomorrow.

Colleen

From: [Evans, James](#)
To: [Greisman, Lois C.](#); [Daffan, Kathleen](#)
Cc: [Robbins, Colleen B.](#); [Goodman, Jody](#)
Subject: The Acting Attorney General and WPM
Date: Wednesday, November 07, 2018 3:21:23 PM
Attachments: [Whitaker Subpoena.pdf](#)

With Sessions' resignation, the Acting AG is Matthew Whitaker. Whitaker was an "Advisory Board" member of World Patent Marketing, and may have done some legal work for Scott Cooper. We subpoenaed his law firm last year. His [Wikipedia page](#) has a whole paragraph on his involvement with WPM (as of the sending of this email).

Wanted to give you a heads-up in case there is press/public attention.

I am in the Internet Lab but can come back downstairs any time.

From: [Robbins, Colleen B.](#)
To: [Goodman, Jody](#)
Subject: Whitaker
Date: Wednesday, March 22, 2017 5:13:34 PM

(b)(5) (b)(6) (b)(5)
(b)(5) He finally called me back.

Colleen Robbins
Chief of Online Threat Initiatives
Federal Trade Commission | Bureau of Consumer Protection
600 Pennsylvania Avenue, NW, Mail Stop (b)(6) Washington, DC 20580
(b)(6) | crobbins@ftc.gov

From: [Evans, James](#)
To: [Robbins, Colleen B.](#); [Goodman, Jody](#); [Tyndall, Reeve](#)
Subject: WPM Board
Date: Friday, March 10, 2017 12:15:05 PM

Here is the [Board member list](#) (b)(5) it is also pasted in below:

Board Member	Notes	Contact Info	Payments?	(b)(5)
Christopher Seaver	Consumer paid nearly half a million dollars (b)(6) Also	(b)(6)	Paid WPM almost half a million	
Dell L. Dailey	Board member		WPM paid \$10,000	
Al Konetzni	Board member			
Aileen M. Marty	Board member	Florida International University		
Matthew G. Whitaker	Board member	Former US Attorney, works in Iowa	WPM paid \$9,375	
Moti Horenstein	Board member/Security person			
Brian Mast	Board member	US Congressman		
Pascal Bida Koyagbele	Board member	Central African Republic		
Nitzan Nuriel	Board member		WPM paid \$12,500	
Richard Sulaka, Jr.	Board member	Michigan		
Eric Creizman	Board member/attorney		WPM paid legal fees	
Ronald Mallett	Board member		WPM paid \$5,000	
Omar Rivero	Board member	Occupy Democrats		
Kelsey Swanson	Board member	Miss Rhode Island USA 2017	WPM paid \$5,000	
Marla Grossman	Affiliated with board	American Continental Group	WPM paid ACG \$10k	

(b)(6)
(b)(6)
James Evans
BCP • Division of Marketing Practices
Mailstop [REDACTED] Room CC-8543
[REDACTED]
james.evans@ftc.gov

From: [Goodman, Jody](#)
To: ["jperlman@gjb-law.com"](#); ["hharmon@gjb-law.com"](#); ["Suarez, Jesus"](#)
Subject: board spreadsheet
Date: Friday, March 10, 2017 2:17:00 PM
Attachments: [Advisory Board.pdf](#)

Board Member	Notes	Contact Info
Christopher Seaver	Consumer paid nearly half a million dollars (Janus case). Also on board.	(b)(6)
Dell L. Dailey	Board member	
Al Konetzni	Board member	(b)(6)
Aileen M. Marty	Board member	
Matthew G. Whitaker	Board member	
Moti Horenstein	Board member/Security person	
Brian Mast	Board member	US Congressman 202-225-3026
Pascal Bida Koyagbele	Board member	Central African Republic
Nitzan Nuriel	Board member	
Richard Sulaka, Jr.	Board member	Michigan
Eric Creizman	Board member/attorney	
Ronald Mallett	Board member	
Omar Rivero	Board member	Occupy Democrats
Kelsey Swanson	Board member	Miss Rhode Island USA 2017
Marla Grossman	Affiliated with board	American Continental Group

Payments?	(b)(5)
Paid WPM almost half a million	
WPM paid \$10,000	
WPM paid \$9,375	
WPM paid \$12,500	
WPM paid legal fees	
WPM paid \$5,000	
WPM paid \$5,000	
WPM paid ACG \$10k	

From: [Evans, James](#)
To: [Michael Pineiro \(mpineiro@mnlawfirm.com\)](#); ["Daniel Rashbaum"](#); ["Jeffrey Marcus"](#); [Perlman, Jonathan](#); [jsuarez@gjb-law.com](#); [jarrastia@gjb-law.com](#); [Harmon, Heather](#)
Cc: [Robbins, Colleen B.](#); [Goodman, Jody](#)
Subject: FTC v. WPM -- FTC's Initial Disclosures
Date: Monday, October 23, 2017 7:12:16 PM
Attachments: [FTC's Initial Disclosures.pdf](#)

Counsel,

Pursuant to the Court's post-hearing Order in this matter (Docket No. 123), please find attached the FTC's Initial Disclosures.

-- James

James Evans

Federal Trade Commission

Bureau of Consumer Protection

Division of Marketing Practices

600 Pennsylvania Avenue NW • CC-8528

Washington, DC 20580

(b)(6)

james.evans@ftc.gov

**UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF FLORIDA**

Case No. 17-cv-20848-Gayles-Otazo-Reyes

Federal Trade Commission,

Plaintiff,

v.

World Patent Marketing, Inc., et al.,

Defendants.

PLAINTIFF'S INITIAL DISCLOSURES

Pursuant to Fed. R. Civ. P. 26(a)(1), Plaintiff Federal Trade Commission hereby makes its initial disclosures. The FTC expressly reserves the right to clarify, revise, or correct any of its initial disclosures at any time. Pursuant to Fed. R. Civ. P. 26(e), the FTC will supplement its disclosures as necessary. No information contained in these disclosures should be construed as a waiver of any applicable privileges, including, but not limited to, the protections accorded to attorney work product.

I. Rule 26(a)(1)(A)(i): Individuals Likely to Have Discoverable Information That Plaintiff May Use to Support Its Claims

The following individuals are likely to have discoverable information that Plaintiff may use to support its claims. In addition, the list below indicates the subject(s) of information each individual is likely to have. The FTC has endeavored to be complete in its listing of subjects of discoverable information but, due to the ongoing nature of the FTC's investigatory work, the lists should not be read to limit the subject matters about which particular individuals may have discoverable information.

A. Consumers

Consumers who have been contacted by Defendants or who have purchased products or services from Defendants are each likely to have discoverable information that the FTC may use

to support its claims, including but not limited to: misrepresentations made by Defendants to convince consumers to purchase Defendants' invention promotion services and Defendants' complaint suppression tactics. These consumers include, but are not limited to, the following individuals who submitted declarations in support of the FTC's motion for a temporary restraining order:

PX Number	Name	Address
1	Timothy Adkins	(b)(6)
2	Debra Bloomfield	
3	Leslie Boagni-Elsbury	
4	Crystal Carlson	
5, 34	Betty Forsythe	
6	Geana Jones	
7	Ethan Koplowitz	
8	Laura Leavenworth	
9	Steven Harris	
10	Paul McNutt	
11	Markeesha Harris	
12	Geraldine T. Melia	
13	Michael Trew	
14	Jeffery Alan Gray	
15	Marie Kimmey	
16	Luciano Vignola	
17	Bob Terry	

PX Number	Name	Address
23	Matthew Barcus	(b)(6)
31	Christopher Seaver	
32	William Knecht	
33	Ralph Dyer	
35	Melvin Kiaaina	
36	Ryan Masti	
37	Melody Dolney	
38	Matthew Svedahl	
39	Edward Mathis	
40	Theresa Hooper	
49	Gloria Contreras	

The FTC is also aware of many other consumers who have complained to (1) the FTC, (2) State Attorneys General, (3) State and local consumer protection agencies, and/or (4) Better Business Bureaus throughout the U.S. These consumers are also likely to have discoverable information that the FTC may use to support its claims. Their contact information, to the extent the FTC has such information, will be provided in a separate spreadsheet.

In addition, the FTC expects that there are many other consumers who have made complaints directly to Defendants, or who are otherwise likely to have discoverable information that the FTC may use to support its claims. Their information is currently in the custody and control of the Receiver, but the Defendants may access that information at any time. *See* Preliminary Injunction (Docket No. 105), § M(22), p. 47.

B. Defendants and Their Attorneys

The Individual Defendant in this matter is likely to have discoverable information that the FTC may use to support its claims, including, but not limited to, the Defendants' business

operations and marketing practices, Defendants' finances, the relationships among Defendants, Defendants' ill-gotten gains, injury to consumers from Defendants' violations of the FTC Act, and the Individual Defendant's control and knowledge of Defendants' business operations and marketing practices.

Name	Contact Information
Scott Cooper	(b)(6)

Each corporate Defendant is also likely to have discoverable information that the FTC may use to support its claims, including but not limited to, the Defendants' business operations and marketing practices, Defendants' finances, the relationships among Defendants, Defendants' ill-gotten gains, injury to consumers from Defendants' violations of the FTC Act, and the Individual Defendant's control and knowledge of Defendants' business operations and marketing practices. The name and contact information for each such entity is available on the Docket in this matter.

In addition, Defendants' attorneys and their employees and agents are likely to have discoverable information that the FTC may use to support its claims, including but not limited to, the Defendants' business operations and marketing practices, Defendants' finances, the relationships among Defendants, Defendants' ill-gotten gains, injury to consumers from Defendants' violations of the FTC Act, and the Individual Defendant's control and knowledge of Defendants' business operations and marketing practices. The name and contact information for each such current attorney is available on the docket for this matter. The identities and contact information of other attorneys that have represented Defendants is in the possession of the Defendants. The following attorneys are known to the FTC:

Name	Contact Information
Eric Creizman	565 Fifth Ave, 7th Floor New York, NY 10017
Bernard Egozi	2999 NE 191st St, Suite 407 Aventura, FL 33180

Name	Contact Information
Isaac Lew	2999 NE 191st St, Suite 407 Aventura, FL 33180
Bruce Lehr	1401 Brickell Ave, Suite 910 Miami, FL 33131
Andrew Levi	1401 Brickell Ave, Suite 910 Miami, FL 33131
Loren Cook	790 West Sam Houston Parkway N, Suite 202 Houston, TX 77024
Barry Engel	1401 Lawrence Street, Suite 1900 Denver, CO 80202
Brett Lewis	45 Main Street, Suite 608 Brooklyn, NY 11201-8200
Justin Mercer	45 Main Street, Suite 608 Brooklyn, NY 11201-8200
Oren Lieber	2915 Biscayne Blvd, Suite 300 Miami, FL 33137
Spencer Fox	201 South Biscayne Blvd, 27th Fl. Miami, FL 33131
Ana Schwarz	201 South Biscayne Blvd, 27th Fl. Miami, FL 33131

C. Entities Related to Defendants

Corporations, partnerships, and other entities related to Defendants, as well as current and former officers, owners, managers, trustees, or beneficiaries of such entities, are likely to have discoverable information that the FTC may use to support its claims, including but not limited to, the Defendants' business operations and marketing practices, Defendants' finances, the relationships among Defendants, Defendants' ill-gotten gains, injury to consumers from Defendants' violations of the FTC Act, and the Individual Defendant's control and knowledge of Defendants' business operations and marketing practices. Below is the name and contact information for each such entity, to the extent known at this time.

Name	Contact Information
Bella Serena Properties LLC	In the custody and control of Defendants
Cooper Idea Foundation	In the custody and control of Defendants

Name	Contact Information
Desa Education Products LLC	In the custody and control of Defendants
EIS Family Holdings LLC	In the custody and control of Defendants
EIS Family Trust	In the custody and control of Defendants
Elliot Investment Ventures LP	In the custody and control of Defendants
ESI Management LLC	In the custody and control of Defendants
Gallery Internet LLC	In the custody and control of Defendants
Gulf Island Management Inc.	In the custody and control of Defendants
Imax Management Inc.	In the custody and control of Defendants
Ivory Partners LLC	In the custody and control of Defendants
Janus Case Collections LLC	In the custody and control of Defendants
Madison Operations LLC	In the custody and control of Defendants
Marine Island Management, Inc.	In the custody and control of Defendants
Monaco Internet LLC	In the custody and control of Defendants
Renu Ventures LP	In the custody and control of Defendants
Serena Asset Management LLC	In the custody and control of Defendants
Serisel Internet LLC	In the custody and control of Defendants
SL Insurance Company	In the custody and control of Defendants
Tribal Credit Line Corp.	In the custody and control of Defendants
Trivia Candy LLC	In the custody and control of Defendants

D. Defendants' Current and Former Employees

Many current and former employees of the corporate Defendants also are likely to have discoverable information that the FTC may use to support its claims, including, but not limited

to, the Defendants' business operations and marketing practices, the relationships among Defendants, Defendants' ill-gotten gains, injury to consumers from Defendants' violations of the FTC Act, and the Individual Defendant's control and knowledge of Defendants' business operations and marketing practices. The identities and contact information of such employees is in the possession of the Defendants. In particular, the following former employees are known to the FTC at this time:

Name	Contact Information
Esti Prager, COO	(b)(6)
Jocelyn Ball, Client Relations Manager	
Cattya Bella Dubois, Director of Marketing and Product Development	In the custody and control of the Defendants
John Brantley Barnes, Salesperson	(b)(6)
Diana Caparotta, Comptroller	
Yves Cham, Salesperson	
Al Gabay, Head of Security	
James Garofano, Salesperson	In the custody and control of the Defendants
Johnny Graham, Head of the Chicago Office	(b)(6)
Christie Hoffman, Director of Vendor Relations and Processing	
Parker Matas, Salesperson	
Marina Mikhailova, Patent Agent	
Alexander Napoles, Web Developer	
Matthew Scott Pfaff, Salesperson	In the custody and control of the Defendants

Name	Contact Information
Juan Alexandro Rivera <i>aka</i> John Alexander, Co-Founder	AMCR Group Unlimited, LLC (b)(6)
Milena Roberts, Salesperson	In the custody and control of the Defendants
Rick Robles, Salesperson	(b)(6)
Genesis Rodriguez, Office Manager	(b)(6)
Henry San Clemente, Salesperson	In the custody and control of the Defendants
Jerry Shapiro, Director of Manufacturing and Inventions	In the custody and control of the Defendants
Lionel Simmons, Division Manager—Miami Office	In the custody and control of the Defendants
Kaitlyn Tobias, Processing	(b)(6)
Jay Ward, Salesperson	In the custody and control of the Defendants
Ta’Leila Wilson, Processing	(b)(6)
Former WPM Employee #1 (<i>see</i> PX 43)	Not disclosed; protected by the informant privilege
Former WPM Employee #2 (<i>see</i> PX 44)	Not disclosed; protected by the informant privilege

As yet unidentified former employees of the corporate Defendants also are likely to have discoverable information that the FTC may use to support its claims, including, but not limited to, the Defendants’ business operations and marketing practices, the relationships among Defendants, Defendants’ ill-gotten gains, injury to consumers from Defendants’ violations of the FTC Act, and the Individual Defendant’s control and knowledge of Defendants’ business operations and marketing practices.

E. Defendants’ Business Associates

Defendants’ business associates, as well as current and former corporate entities affiliated with these business associates, are likely to have discoverable information that the FTC may use to support its claims, including but not limited to, the Defendants’ business operations and marketing practices, Defendants’ finances, the relationships among Defendants, Defendants’ ill-

gotten gains, injury to consumers from Defendants’ violations of the FTC Act, and the Individual Defendants’ control and knowledge of Defendants’ business operations and marketing practices. The identities and contact information of such business associates are in the possession of the Defendants. At this time, however, at least the following business associates are known by the FTC to have discoverable information:

Name	Contact Information
Jennifer DeMarco	Allstar Marketing Group, LLC (“Snuggie”) 2 Skyline Drive Hawthorne, NY 10532 914-347-7827
Kari Mayer	Target Corporate Services, Inc. c/o Katherine Graf, Esq. 1000 Nicollet Mall Minneapolis, MN 55403 612-696-2126
Noelle Han	A&E Television Networks LLC c/o David Seiden, Esq. 235 East 45th Street New York, NY 10017
Brian Mast, WPM Board Member	In the custody and control of Defendants
Omar Rivero, WPM Board Member	In the custody and control of Defendants
Dell Dailey, WPM Board Member	In the custody and control of Defendants
Richard Sulaka, Jr., WPM Board Member	In the custody and control of Defendants
Aileen Marty, WPM Board Member	In the custody and control of Defendants
Al Konetzni, WPM Board Member	In the custody and control of Defendants
Matthew Whitaker, WPM Board Member	c/o Whitaker Hagenow & Gustoff LLP 521 East Locust Street, Suite 302 Des Moines, Iowa 50309
Moti Horenstein, WPM Board Member	In the custody and control of Defendants
Pascal Koyachele, WPM Board Member	In the custody and control of Defendants
Nitzan Nuriel, WPM Board Member	In the custody and control of Defendants

Name	Contact Information
Eric Creizman, WPM Board Member	565 Fifth Ave, 7th Floor New York, NY 10017
Ronald Mallett, WPM Board Member	In the custody and control of Defendants
Kelsey Swanson, WPM Board Member	In the custody and control of Defendants
Shankar Ghimire, Patent Agent	(b)(6)
Rachel Gilboy, Patent Agent	RG Patent Consulting LLC (b)(6)
Wayne Harper, Patent Agent	(b)(6)
Mack Haynes, Patent Agent	
Mark Levenda, Patent Agent	
Andrew Morabito, Patent Agent	
Susanne Somersalo, Patent Agent	
Michael Starkweather, Patent Agent	
Phil Virga, Patent Agent	
Anthony Whittington, Patent Agent	QuickChore Corp. (b)(6)
Edwin Wold, Patent Agent	Integrity Patent Group (b)(6)
Adrian Zapatero, Patent Agent	(b)(6)

Name	Contact Information
J. David Allen	(b)(6)
Rohit Goyal	(b)(6)
Louis Dershowitz	Bolt Web Solutions, LLC, also d/b/a Bolt Digital Agency and Bolt.Digital 73 Wortman Avenue #3B Brooklyn, New York 11207
Vinny La Barbera, CEO	imFORZA, LLC 319 Main Street El Segundo, CA 90245
Neal Mandel, Managing Partner	Invention Marketing Solutions / Tanventure Media 200 Broad Hollow Rd., Suite 207 Melville, NY 11747
Matt Schroeder, Chief Sales Officer	TDM Digital / Kingred Enterprises, LLC PO Box 577646 Chicago, IL 60657
Timothy Keefe, CEO	TGK & Associates, Inc. (b)(6)
Len Manzano, President & CEO	TGK-Asia Consultancy Services, Inc. 5/F TCI Building, #61 West Capitol Dr. Cor. Stella Maris St., Kapitolyo, Pasig City, 1600 Manila, Philippines
Jenny Valencia, Vice President & CFO	TGK-Asia Consultancy Services, Inc. 5/F TCI Building, #61 West Capitol Dr. Cor. Stella Maris St., Kapitolyo, Pasig City, 1600 Manila, Philippines
Ken Brown	Verus Design and Prototype LLC (b)(6)
Mansat Preet Singh, Sr. Client Manager	Virtual Employee Pvt. Ltd. 877-697-8006
Cliff Stein	Wyoming Farms, LLC, also d/b/a ORM Rep Experts and ORMRepExperts.com c/o National Registered Agents, Inc., 160 Greentree Drive, Suite 101, Dover, Delaware 19904

F. Temporary Receiver's Staff

The employees and agents of the Temporary Receiver appointed in this case are likely to have discoverable information the FTC may use to support its claims, including, but not limited

to, the financial operations of the corporate Defendants, the interrelated relationship between the corporate Defendants, the assets and liabilities of the corporate Defendants, the interrelated financial relationship between the corporate Defendants and the Individual Defendant, Defendants' policies and procedures, and information regarding sales, revenues, refunds and chargebacks.

Name	Contact Information
Jonathan E. Perlman	100 SE 2nd St., Suite 4400 Miami, FL 33131
Heather L. Harmon	100 SE 2nd St., Suite 4400 Miami, FL 33131
Jesus M. Suarez	100 SE 2nd St., Suite 4400 Miami, FL 33131
John Arrastia	100 SE 2nd St., Suite 4400 Miami, FL 33131
Barry Blum	100 SE 2nd St., Suite 4400 Miami, FL 33131
Maxine Streeter	100 SE 2nd St., Suite 4400 Miami, FL 33131
Omar Bradford	100 SE 2nd St., Suite 4400 Miami, FL 33131
Michael A. Friedman	100 SE 2nd St., Suite 4400 Miami, FL 33131
Laise Lowachee	100 SE 2nd St., Suite 4400 Miami, FL 33131
Mitchell Marinello	100 North Riverside Plaza Chicago, IL 60606
Ellen Serres	100 SE 2nd St., Suite 4400 Miami, FL 33131
Jessey N. Sardina	100 SE 2nd St., Suite 4400 Miami, FL 33131
Soneet Kapila, CPA	1 SE 3rd Ave., Suite 2150 Miami, FL 33131
Shawna Amarnani, CPA	1 SE 3rd Ave., Suite 2150 Miami, FL 33131
William Funderburke, CPA	1 SE 3rd Ave., Suite 2150 Miami, FL 33131
Kevin McCoy, CPA	1 SE 3rd Ave., Suite 2150 Miami, FL 33131
Rachel Weiss, CPA	1 SE 3rd Ave., Suite 2150 Miami, FL 33131

G. Financial Institutions, Payment Processors, and Asset Holders

Financial institutions used by Defendants and other entities or individuals holding assets of Defendants are likely to have discoverable information that the FTC may use to support its claims, including but not limited to, the financial operations of the corporate Defendants, the relationships among the corporate Defendants, the assets and liabilities of the corporate Defendants, the financial relationships among the corporate Defendants and the Individual Defendant, the Individual Defendant's control and knowledge of the corporate Defendants' activities, and information regarding sales, revenues, refunds and chargebacks. The identities and contact information of such financial institutions and other asset holders and their employees and agents are in the possession of the Defendants. At this time, however, at least the following financial institutions and asset holders are known by the FTC to have discoverable information:

Name	Contact Information
ACAR Leasing Ltd d/b/a GM Financial	c/o Corporation Service Company 7 St. Paul Street, Suite 820 Baltimore, Md. 21202
Bank of America	Bank of America, N.A. Attn: Legal Order Processing (213) 580-0702
BankUnited NA	BankUnited, NA Attn: Carmen German 14817 Oak Lane Miami Lakes, FL 33016
Banque Pictet & Cie SA	Route des Acacias 60 1211 Geneva 73 Switzerland +41 58 323 23 23
BMW Financial Services NA, LLC, also d/b/a Financial Services Vehicle Trust	c/o The Corporation Trust, Inc. 2405 York Rd., Suite 201 Lutherville-Timonium, MD 21093
City National Bank of Florida	City National Bank of Florida Attn: Mayra Espinola, Asst. Vice President 25 West Flagler Street Miami, FL 33130
Gibraltar Private Bank and Trust	Gibraltar Private Bank & Trust Company 55 Alhambra Plaza Coral Gables, FL 33134

Name	Contact Information
Porsche Funding Limited Partnership, also d/b/a Porsche Leasing Ltd.	c/o CT Corporation System 289 Culver St. S. Lawrenceville, GA 30046
Texas Capital Bank, NA	Texas Capital Bank, NA Attn: Erica Dorsett, Counsel 2000 McKinney Ave. Suite 700 Dallas, TX 75201
First National Bank of Omaha	First National Bank of Omaha Att: Patrick J. Ickes, Esq. pickes@fnni.com
PayPal Holdings, Inc.	PayPal Holdings Inc. Att: Global Asset Protection Team lawenforcement@paypal.com
TSYS	J. Brandon Simpson, Esq. Director/Associate General Counsel TSYS Merchant Solutions 1601 Dodge Street, 26th Floor Omaha, NE 68102-1637 402-574-7833 bsimpson@tsys.com
Vantiv	Ashley L. Yeager Attorney vantiv o: (970) 335-5406 m: (970) 759-2529
WorldPay	Kelly Myles 201 17th St. NW, Suite 1000 Atlanta, GA 30363

H. Credit Card Companies

Because some of the Defendants' sales were accomplished through credit card charges, the major credit card companies are likely to have discoverable information that the FTC may use to support its claims, including, but not limited to, the financial operations of the corporate Defendants, the interrelated relationship between the corporate Defendants, the assets and liabilities of the corporate Defendants, the Individual Defendant's control and knowledge of the corporate Defendants activities, and information regarding merchant accounts, sales, revenues, refunds and chargebacks.

Name	Contact Information
American Express	Attn: American Express Subpoena Compliance 43 Butterfield Circle El Paso, TX 79906-5202 Ph: 915-778-1944
Discover Financial Services	2500 Lake Cook Road Riverwoods, IL 60015 Ph: 224-405-2885 Fax: 224-405-4972
MasterCard Worldwide	2000 Purchase Street Purchase, NY 10577-2509 Ph: 914-249-3959 Fax: 914-249-4261
Visa, U.S.A., Inc.	595 Market Street, 29th Floor San Francisco, CA 94105

I. Defendants' Accountants

Defendants' accountants are likely to have discoverable information that the FTC may use to support its claims, including, but not limited to, Defendants' finances and operations. The identities and contact information of Defendants' accountants are in the possession of the Defendants. At this time, however, the FTC is aware of the following individuals likely to have such discoverable information:

Name	Contact Information
Loren Cook, CTH Partners	790 West Sam Houston Parkway N, Suite 202 Houston, TX 77024

J. Plaintiffs' Staff

The FTC's investigators and staff have discoverable information that the FTC may use to support its claims, including, but not limited to, the Defendants' business operations, Defendants' policies and procedures, the relationships among Defendants, Defendants' finances, the Individual Defendant's control and knowledge of Defendants' business operations, and Defendants' interactions with law enforcement and regulatory authorities.

Name	Contact Information
Reeve Tyndall, Investigator FTC Division of Marketing Practices	Communication with Mr. Tyndall should be made via FTC counsel

Name	Contact Information
Katherine Koza, Paralegal FTC Division of Marketing Practices	Communication with Ms. Koza should be made via FTC counsel
Michael Kraemer, Paralegal FTC Division of Marketing Practices	Communication with Mr. Kraemer should be made via FTC counsel
Roberto Menjivar, Investigator FTC Midwest Regional Office	Communication with Mr. Menjivar should be made via FTC counsel
Roshni Agarwal, Forensic Accountant FTC Division of Litigation Technology & Analysis (“DLTA”)	Communication with Ms. Agarwal should be made via FTC counsel
Richard Kaplan, Digital Forensic Examiner FTC DLTA	Communication with Mr. Kaplan should be made via FTC counsel
Daniel Gillenwater, Digital Forensic Examiner FTC DLTA	Communication with Mr. Gillenwater should be made via FTC counsel
Calvin Brown, Digital Forensic Examiner FTC DLTA	Communication with Mr. Brown should be made via FTC counsel

K. Federal and State Consumer Protection Organizations

Consumer protection organizations and agencies, and their employees and agents, are likely to have discoverable information that the FTC may use to support its claims, including but not limited to, the Defendants’ business activities, consumer complaints regarding those activities, investigations of those activities, and completed or attempted contacts and communications with Defendants and their employees and agents. These organizations and agencies include, but are not limited to, the following:

Name	Contact Information
Howard Reitz, Attorney	United States Patent and Trademark Office 600 Dulany Street Alexandria, VA 22314 571-272-4097
Brian Hanlon, Attorney	United States Patent and Trademark Office 600 Dulany Street Alexandria, VA 22314 571-272-4097
Susan Cuomo	BBB of New York 30 East 33rd Street New York, NY 10016 212-358-2826

Name	Contact Information
Rod Davis, President	BBB of Southeast Florida and the Caribbean 4411 Beacon Circle, Suite 4 West Palm Beach, FL 33407 561-842-9278
Michele Mason, Senior Vice President	BBB of Southeast Florida and the Caribbean 4411 Beacon Circle, Suite 4 West Palm Beach, FL 33407 561-842-9278

II. Rule 26(a)(1)(A)(ii): Description, Category, and Location of Documents, Electronically Stored Information, and Tangible Things That the FTC May Use to Support Its Claims

The FTC hereby lists descriptions by category and location of documents, electronically stored information, and tangible things in the FTC’s possession, custody, or control that they may use to support their claims:

A. Documents submitted by the FTC in support of its motion for a temporary restraining order, including Plaintiff’s Exhibits 1 through 30 (Pages 1-3159), copies of which were filed with the Court and served on all parties. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

B. Documents submitted by the FTC in support of its motion for a preliminary injunction, including Plaintiff’s Exhibits 31 through 56 (Pages 3160-4791), copies of which were filed with the Court and served on all parties. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

C. Documents admitted into evidence by the FTC during the Preliminary Injunction hearing, including Plaintiff’s Exhibits 57, 59, and 60, copies of which were filed with the Court and served on all parties. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

D. Documents admitted into evidence by the FTC during Mr. Cooper’s Asset Deposition, including Plaintiff’s Exhibit 58, copies of which were served on all parties. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

E. Documents, electronically stored information, and audio recordings acquired from the Defendants' business premises pursuant to the immediate access ordered by the Court in Section XXII of the Temporary Restraining Order [D.E. 11]. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

F. Documents and electronically stored information concerning the FTC's investigator and paralegal review of Defendants' marketing and/or investigator's purchase of Defendants' products or services. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

G. Documents and electronically stored information concerning consumer complaints about Defendants' products and services. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

H. Documents and electronically stored information received from banks, credit card companies, payment processors, telecommunications companies, domain registration and hosting companies, and other third parties pursuant to compulsory process. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

I. Documents provided to the FTC by banks, payment processors, other financial institutions, or the court-appointed Temporary Receiver in response to the court-ordered temporary restraining order and preliminary injunction and asset freeze in this matter. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

J. Documents provided to the FTC by subpoena recipients in response to subpoenas issued in this matter. Location: Federal Trade Commission, 600 Pennsylvania Ave., NW, Washington, DC, 20580.

III. Rule 26(a)(1)(A)(iii): Equitable Monetary Relief

The FTC does not seek legal damages in this action. Instead, it seeks equitable redress and restitution for consumers, including disgorgement of Defendants' ill-gotten gains, and/or the refund of monies paid by consumers (less any refunds already provided by Defendants to consumers). The FTC does not yet have complete information necessary to compute the exact

amount of such monetary equitable relief; however, based on the information currently available to the FTC, the amount of this restitution is approximately \$26 million. This estimate is based on the Defendants' records and calculations provided by the court-appointed Temporary Receiver of the Defendants' net revenue for their products and services. *See Receiver's Report* (Docket No. 46), pp. 24-25.

IV. Rule 26(a)(1)(A)(iv): Insurance

Not applicable.

Respectfully submitted,

David C. Shonka
Acting General Counsel

Dated: October 23, 2017

/s/ Colleen Robbins

Colleen Robbins, Special Bar # A5500793
James Evans, Special Bar # A5502080
Jody Goodman, Special Bar # A5502288
Federal Trade Commission
600 Pennsylvania Ave., NW
Mailstop CC-8528
Washington, DC 20580
(202) 326-2548; crobbins@ftc.gov
(202) 326-2026; james.evans@ftc.gov
(202) 326-3096; jgoodman1@ftc.gov

*Attorneys for Plaintiff
Federal Trade Commission*

CERTIFICATE OF SERVICE

I hereby certify that on October 23, 2017, I served the foregoing Plaintiff's Initial Disclosures by PDF e-mail attachment on all parties and counsel identified on the service list below:

Michael A. Pineiro
Daniel L. Rashbaum
Jeffrey E. Marcus
Marcus Neiman & Rashbaum LLP
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Miami, FL 33131
(305) 400-4260
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drashbaum@mnrlawfirm.com
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*Attorneys for Defendants World Patent
Marketing, Inc., Desa Industries, Inc.,
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jarrastia@gjb-law.com
hharmon@gjb-law.com

Attorneys for Receiver Jonathan E. Perlman

/s/ James Evans

James Evans

From: [Robbins, Colleen B.](#)
To: [Greisman, Lois C.](#); [Evans, James](#); [Daffan, Kathleen](#)
Cc: [Goodman, Jody](#)
Subject: Re: The Acting Attorney General and WPM
Date: Wednesday, November 07, 2018 8:42:52 PM

(b)(5) I have already received 2 messages from reporters.

Colleen

On: 07 November 2018 20:24,
"Greisman, Lois C." <LGREISMAN@ftc.gov> wrote:

(b)(5)

On: 07 November 2018 19:14, "Robbins, Colleen B." <CROBBINS@ftc.gov> wrote:

(b)(5) We may get a foia request for documents relating to him-particularly since we filed some publicly.
Colleen

On: 07 November 2018 15:21,
"Evans, James" <jevans1@ftc.gov> wrote:

With Sessions' resignation, the Acting AG is Matthew Whitaker. Whitaker was an "Advisory Board" member of World Patent Marketing, and may have done some legal work for Scott Cooper. We subpoenaed his law firm last year. His [Wikipedia page](#) has a whole paragraph on his involvement with WPM (as of the sending of this email).

Wanted to give you a heads-up in case there is press/public attention.

I am in the Internet Lab but can come back downstairs any time.

From: [Greisman, Lois C.](#)
To: [Maxson, William](#); [Daffan, Kathleen](#); [Anguizola, Roberto](#); [Weinman, Dotan](#)
Cc: [Robbins, Colleen B.](#); [Evans, James](#)
Subject: Re: World Patent Marketing & Acting Attorney General Whitaker
Date: Wednesday, November 07, 2018 10:24:13 PM

Yes. Talking with OPA et al.

On: 07 November 2018 22:09, "Maxson, William" <wmaxson@ftc.gov> wrote:

Story in WSJ now, also.

On: 07 November 2018 18:31,
"Daffan, Kathleen" <kdaffan@ftc.gov> wrote:

Thanks, Robert! We're aware of the connection but I hadn't seen this yet.

On: 07 November 2018 18:23,
"Anguizola, Roberto" <ranguizola@ftc.gov> wrote:

Not sure if this will be in the clips (see link below), but you should be aware of it. The now Acting Attorney General was on the board of World Patent Marketing and it looks like this news outfit got a hold of an email that was filed as an exhibit in DMP's case where Whitaker threatens a consumer victim.

<https://www.miaminewtimes.com/news/trumps-acting-attorney-general-matthew-whitaker-was-part-of-world-patent-marketing-a-miami-based-invention-scam-company-10893091>

From: [Daffan, Kathleen](#)
To: [Goodman, Jody](#); [Evans, James](#); [Robbins, Colleen B.](#)
Subject: RE: WPM recent developments
Date: Friday, November 09, 2018 9:35:00 AM

Also, FYI, I'm collecting some data on what we said about the email in our filings, etc., so let's talk before anyone else spends time doing the same thing.

From: Daffan, Kathleen
Sent: Friday, November 09, 2018 9:22 AM
To: Goodman, Jody <jgoodman1@ftc.gov>; Evans, James <jevans1@ftc.gov>; Robbins, Colleen B. <CROBBINS@ftc.gov>
Subject: RE: WPM recent developments

Not sure who's working or in the office today, but if anyone wants to have a call about this at your convenience, let me know. Thanks.

From: Goodman, Jody
Sent: Friday, November 09, 2018 9:08 AM
To: Evans, James <jevans1@ftc.gov>; Robbins, Colleen B. <CROBBINS@ftc.gov>; Daffan, Kathleen <kdaffan@ftc.gov>
Subject: Re: WPM recent developments

Just seeing this now

On: 09 November 2018 09:03,
"Evans, James" <jevans1@ftc.gov> wrote:

See below and attached from Craig last night.

From: Craig Pugatch <capugatch@rprslaw.com>
Sent: Thursday, November 08, 2018 11:14 PM
To: Goodman, Jody <jgoodman1@ftc.gov>
Cc: Evans, James <jevans1@ftc.gov>
Subject: WPM recent developments

Ms. Goodman,

I wanted to bring to your attention something that you may already know and if not, I wanted to give you a heads up. There has been coverage of WPM in the Miami new times which was then picked up elsewhere on CNN and the Washington Post among others.

<https://www.miaminewtimes.com/news/trumps-acting-attorney-general-matthew-whitaker-was-part-of-world-patent-marketing-a-miami-based-invention-scam-company-10893091>



[Trump's Acting Attorney General Was Part of Miami-Based Invention Scam Company](https://www.miaminewtimes.com/news/trumps-acting-attorney-general-matthew-whitaker-was-part-of-world-patent-marketing-a-miami-based-invention-scam-company-10893091)

www.miaminewtimes.com/news/trumps-acting-attorney-general-matthew-whitaker-was-part-of-world-patent-marketing-a-miami-based-invention-scam-company-10893091

Today President Trump fired Attorney General Jeff Sessions and announced that he had fired a member of staff, Matthew Whitaker, who would be acting attorney general. Whitaker is a former attorney in Iowa, and his firing was also involved in a Miami-based invention marketing company. The Federal Trade Commission (FTC) is looking into the matter down last year after

The issue is they are discussing is an email that Acting AG Matthew Whitaker sent to a WPM customer.

That individual was not a consumer or customer or even potential customer of WPM. It was an ex-employee of Scott's mortgage business from 2005 that was drug addicted and had an unhealthy obsession with him. He literally came out of nowhere and was trying to extort Scott for money. It was an entirely different matter that AG Whitaker was dealing with.

I assume that the newspapers will be forced to write retractions on this issue and I assume Scott is going to be contacted by someone at the AG office to get information.

Scott and I were contacted by many newspapers today for more information on that email. I instructed Scott not to respond.

I am in unfamiliar territory here. I am concerned that somehow this can come back on all of us. Scott doesn't recall seeing that exhibit during the case but it was there and it was never argued in court. So essentially it's sitting out there and it is being used as a political football against the acting Attorney General of the United States and it is completely untrue.

The entire thing makes me uncomfortable. I don't want this to come back at Scott. I think he has shown that he is trying to fulfill his obligations to the FTC and rebuild his life. Moreover, I do not want to take action that would be counter to the FTC or USA interest here.

Perhaps we should discuss on the phone. I imagine someone is going to reach out to me or Scott or you all in the next few days and I want us to be in sync regarding our position and how you would like for us to handle the matter.

Craig Pugatch

From: [Robbins, Colleen B.](#)
To: [Goodman, Jody](#); [Daffan, Kathleen](#); [Evans, James](#)
Subject: Re: WPM recent developments
Date: Friday, November 09, 2018 9:50:00 AM

Call me at (b)(6) when you are ready.

On: 09 November 2018 09:37,
"Goodman, Jody" <jgoodman1@ftc.gov> wrote:

I'm headed to office— I think James and Colleen are available for a call before James boards his flight

On: 09 November 2018 09:22,
"Daffan, Kathleen" <kdaffan@ftc.gov> wrote:

Not sure who's working or in the office today, but if anyone wants to have a call about this at your convenience, let me know. Thanks.

From: Goodman, Jody
Sent: Friday, November 09, 2018 9:08 AM
To: Evans, James <jevans1@ftc.gov>; Robbins, Colleen B. <CROBBINS@ftc.gov>; Daffan, Kathleen <kdaffan@ftc.gov>
Subject: Re: WPM recent developments

Just seeing this now

On: 09 November 2018 09:03,
"Evans, James" <jevans1@ftc.gov> wrote:

See below and attached from Craig last night.

From: Craig Pugatch <capugatch@rprslaw.com>
Sent: Thursday, November 08, 2018 11:14 PM
To: Goodman, Jody <jgoodman1@ftc.gov>
Cc: Evans, James <jevans1@ftc.gov>
Subject: WPM recent developments

Ms. Goodman,

I wanted to bring to your attention something that you may

From: [Consumer Protection Law360](#)
To: [Daffan, Kathleen](#)
Subject: Trump's Acting AG Linked To Patent Scam Shuttered By FTC
Date: Thursday, November 08, 2018 4:55:03 AM



CONSUMER PROTECTION

Thursday, November 8, 2018



TOP NEWS

Trump's Acting AG Linked To Patent Scam Shuttered By FTC

Matthew G. Whitaker, whom President Donald Trump appointed acting attorney general Wednesday after firing Jeff Sessions, served as a board member at a so-called invention promotion company that the Federal Trade Commission shut down last year on allegations that it "bilked millions from consumers." [Read full article »](#)

Analysis

House Flip To Boost Privacy Policy Push, Interference Probes

Efforts to enact federal privacy legislation and to clamp down on foreign cyberattacks and influence campaigns are likely to receive even greater attention after Tuesday's midterm elections, which put Democrats with significant appetites for digging deeper into these issues in charge of key oversight committees in the U.S. House, experts say. [Read full article »](#)

Justices To Scrutinize Google Users' Standing In Privacy Row

Less than a week after hearing oral arguments, the U.S. Supreme Court wants to take a closer look at whether the 129 million Google users behind a disputed privacy class action deal have standing to have brought the case in the first place. [Read full article »](#)

Apple Again Ducks False Ad Suit Over Storage Capacity

A California federal judge has once again dismissed a lawsuit alleging Apple Inc. falsely advertised the storage capacity of its iPhones, iPads and iPods, saying the proposed class of consumers failed to state its case for how it was misled. [Read full article »](#)

Local Gov'ts Rally To Oppose In-Kind Cable Fee Cap

Several local governments sent letters Wednesday to the Federal Communications Commission opposing a new proposal to limit in-kind contributions to local franchising authorities, saying that the plan would harm local public, educational and government programming efforts.

[Read full article »](#)

CFPB's Payday Rule Compliance Date Stayed By Texas Judge

A Texas federal judge has paused implementation of the Consumer Financial Protection Bureau's payday lending rule, indefinitely staying the August 2019 compliance date after the agency announced plans to start revisiting key portions early next year. [Read full article »](#)

LITIGATION

Borrowers Ask 10th Circ. To Uphold \$25M RICO Verdict

A class of borrowers who were charged millions in advance fees for never-funded loans by a Toronto-based family led by a man with a long criminal record urged the Tenth Circuit on Wednesday to preserve a \$25 million verdict in their favor. [Read full article »](#)

Ponzi Investors Seek Final OK For \$4.6M Deal With JPMorgan

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Fineman Krekstein
Foley & Lardner
Frankfurt Kurnit
Greg Perkes
HKM Employment Attorneys LLP
Hagens Berman
Halunen Law
Jackson Walker
Javerbaum Wurgaft
Jeffer Mangels
Jones Day
KamberLaw LLC
Kelly Hart
King & Spalding
Kozyak Tropin
Lowenstein Sandler
Marc Brown P.A.
Mayer Brown

A proposed class of investors asked a Massachusetts federal judge on Tuesday to grant final approval of a \$4.6 million settlement with JPMorgan Chase Bank, resolving claims that the bank aided and abetted the \$150 million Millennium Bank Ponzi scheme. [Read full article »](#)

Lyft's \$4M Text Deal Follows Suit's Wash. High Court Detour

A proposed consumer class urged a Washington federal court on Tuesday to preliminarily approve Lyft Inc.'s \$3.99 million deal over commercial text messages, reached after the Washington Supreme Court found such unwanted solicitations violate the Washington Consumer Protection Act. [Read full article »](#)

Drexel Debt Collection Fight Isn't Barred, Alum Tells 3rd Circ.

A former Drexel University student urged the Third Circuit on Wednesday to revive his lawsuit alleging the school and a Pennsylvania law firm used deceptive means to serve a complaint seeking to collect on outstanding tuition, arguing a lower court wrongly found the issue had already been litigated. [Read full article »](#)

Gun Owners Seek Cert. In Suit Over Allegedly Faulty AK-47s

Dueling firearms experts faced off in a Miami courtroom Wednesday as gun owners argued for class certification in a suit alleging Century International Arms Corp.'s AK-style assault rifles are defective, while the company pushed back and said the accidental discharges at issue were due to user error or modification. [Read full article »](#)

LabMD Appeals Dismissal Of Frivolous-Lawsuit Claims

Just a day after a Pittsburgh federal judge tossed his frivolous-lawsuit claims against Tiversa Holding Corp., Reed Smith LLP and Clark Hill PLC, the head of LabMD Inc. filed a notice of appeal to the Third Circuit Wednesday. [Read full article »](#)

Designer Can't Dodge \$820K Bill Over Botched House Project

The Tenth Circuit on Tuesday refused to vacate a nearly \$820,000 arbitration award a pair of homeowners won against a designer over a home renovation project that finished a year and a half late and hundreds of thousands of dollars over budget. [Read full article »](#)

EXPERT ANALYSIS

When Regulatory Standards And Truth In Advertising Collide

The Ninth Circuit's decision in *Durnford v. MusclePharm Corp.* — like two other recent decisions — highlights the balancing act between regulatory standards and truth-in-advertising principles. Compliance with standards doesn't always mean advertisers are in the clear, says Terri Seligman of Frankfurt Kurnit Klein & Selz PC. [Read full article »](#)

Opinion

Time To Reclaim Wellness For All Lawyers

The decision last month by Baker McKenzie's global chairman to step down due to exhaustion indicates that the legal profession needs to mount a broader wellness effort to address long hours, high stress, frequent travel and the daily demands of practice, says Leesa Klepper, director of Thrivewell Coaching. [Read full article »](#)

LEGAL INDUSTRY

Another Trump High Court Pick? Easier With A GOP Senate

After Republicans increased their margin in the Senate with a slew of victories Tuesday night, they have an easier path to confirm judges both at the appellate level and at the U.S. Supreme Court. [Read full article »](#)

Attorney General Sessions Resigns At Trump's Request

U.S. Attorney General Jeff Sessions resigned Wednesday at the request of

Mintz Levin
MoloLamken LLP
Nassiri & Jung
O'Melveny & Myers
Phillips Nizer
Pillsbury Winthrop
Pisciotti Malsch
Proskauer Rose
Reed Smith
Shepherd Finkelman
Wilentz Goldman

COMPANIES

American Arbitration Association
Apple Inc.
Association of Certified E-Discovery Specialists
Cable News Network Inc.
Cato Institute
Community Financial Corp.
Competitive Enterprise Institute
Drexel University
Exterro Inc.
G&W Laboratories Inc.
Google Inc.
JPMorgan Chase & Co.
LinkedIn Corp.
Lyft Inc.
McGuireWoods Consulting LLC
Microsoft Corporation
MusclePharm Corp.
New York Times Co.
Pom Wonderful LLC
Spokeo Inc.
The Coca-Cola Company
U.S. Chamber of Commerce
Valero Energy Corp.
Washington Mutual Inc.
ZTE Corp.

GOVERNMENT AGENCIES

Bureau of Alcohol and Tobacco Tax and Trade
Central Intelligence Agency
Consumer Financial Protection Bureau
European Union
Federal Bureau of Investigation
Federal Communications Commission
Federal Deposit Insurance Corp.
Federal Trade Commission
Food and Drug Administration
Office of the Comptroller of the Currency

President Donald Trump, who has publicly castigated him for actions including his decision to recuse himself from a probe into Russian efforts to sway the 2016 election in Trump's favor. [Read full article »](#)

Analysis

With AG Swap, Trump Invites Showdown Over Mueller Probe

The Trump administration's decision to name a fervent critic of the Russia probe to replace former Attorney General Jeff Sessions — who had recused himself from the investigation — led to cries of a constitutional crisis Wednesday, setting the stage for a conflict between the executive branch and the incoming Democratic U.S. House of Representatives.

[Read full article »](#)

Legal Departments Handling Most Work In-House

A new report released Wednesday found that legal departments of all sizes are currently handling a majority of their legal needs in-house, and that the amount of work that in-house attorneys are handling themselves has increased sharply since last year. [Read full article »](#)

Atty Arrested In NJ Shooting Death After Fleeing To Cuba

A New York City attorney accused of fatally shooting the mother of his daughter in their New Jersey home has been apprehended after fleeing to Cuba, authorities said Wednesday. [Read full article »](#)

Ex-King & Spalding Atty Says No Payout For Former Counsel

A former King & Spalding LLP associate again urged a New York federal judge to scrap a finding that the law firm that represented him in his wrongful termination suit had good cause for dropping him as a client and was entitled to a claim on any winnings he collected. [Read full article »](#)

Valero Promotes Longtime In-House Atty To General Counsel

The San Antonio-based Valero Energy Corp. has tapped one of its longtime in-house attorneys to fill the role of general counsel, effective when its current top lawyer retires next year, according to a press release. [Read full article »](#)

Dems Make Big Inroads On Texas' Largest Appellate Courts

Democrats made landmark gains in Texas' intermediate appellate courts Tuesday, winning more than 30 seats and displacing Republican incumbents on some of the state's busiest courts in Houston, Dallas and Austin.

[Read full article »](#)

Law Firm Leaders: Mintz Levin's Robert Bodian

Robert Bodian has served as managing member of Mintz Levin Cohn Ferris Glovsky and Popeo PC since 2009. Under Bodian's leadership, the law firm has steadily grown and over the past three years has increased its revenue by 30 percent, its profits by 35 percent and revenue per lawyer by 20 percent. [Read full article »](#)

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From: [Goodman, Jody](#)
To: [Daffan, Kathleen](#)
Cc: [Robbins, Colleen B.](#); [Evans, James](#)
Subject: Whitaker docs
Date: Friday, November 09, 2018 3:30:15 PM

The documents I found in Relativity are [here](#).

From: [Goodman, Jody](#)
To: [Daffan, Kathleen](#)
Subject: Whitaker emails
Date: Friday, November 09, 2018 11:21:54 AM

I saved mine [here](#) and [here](#)

From: [Kaplan, Peter P.](#)
To: [Greisman, Lois C.](#); [MacFarlane, Cathy](#); [Simons, Joseph](#); [Koslov, Tara Isa](#)
Subject: Another Washington Post story
Date: Friday, November 09, 2018 7:48:57 PM

This story is anonymously sourced, and as far as I can tell they didn't call our office for comment.

Federal investigators scrutinized Whitaker's role in patent company accused of fraud, according to people with knowledge of case

By [Carol D. Leonnig](#) and

[Rosalind S. Helderman](#)

November 9 at 6:50 PM

Federal investigators last year looked into whether Matthew G. Whitaker, as an advisory board member of a Miami patent company accused of fraud by customers, played a role in trying to help the company silence critics by threatening legal action, according to two people with knowledge of the inquiry.

Whitaker, named this week by President Trump as acting attorney general, occasionally served as an outside legal adviser to the company, World Patent Marketing, writing a series of letters on its behalf, according to people familiar with his role.

But he rebuffed an October 2017 subpoena from the Federal Trade Commission seeking his records related to the company, according to two people with knowledge of the case.

The FTC alleged in a 2017 [complaint](#) that the company bilked customers with fraudulent promises that it would help them market their invention. The FBI has also investigated World Patent Marketing, the Wall Street Journal [reported](#) Friday.

Whitaker was not named in the FTC complaint. World Patent Marketing, without admitting fault, [settled the case](#) for more than \$25 million earlier this year, according to court documents.

Justice Department officials declined to comment on Whitaker's handling of the FTC subpoena.

In a statement, Justice Department spokeswoman Kerri Kupec said, "Acting Attorney General Matt Whitaker has said he was not aware of any fraudulent activity. Any stories suggesting otherwise are false."

Whitaker's connection to World Patent Marketing came as a surprise to both senior Justice Department and White House officials, several officials said.

In their investigation, FTC staff had sought to learn more about the role played by the

company's advisory board members, including Whitaker, a former U.S. attorney whose role was prominently highlighted by the company in news releases and marketing materials.

The company said the board would help review inventors' ideas to maximize their ability to get rich, according to promotional materials and former customers.

In truth, the board did not meet and rarely reviewed inventors' ideas, according to court documents.

Whitaker, however, appeared to act at times as an attorney for the company, according to people with knowledge of his role.

Whitaker has told officials he served in a limited capacity as an outside legal adviser to the company and provided occasional advice when asked but that he was not part of the day-to-day operations, according to a Justice Department official, who spoke on the condition of anonymity due to the sensitivity of the case.

When the FTC subpoenaed Whitaker for his records related to the company in October 2017, he failed to provide any information, telling investigators that he was busy at that time moving from Iowa to Washington for a new job, according to people with knowledge of the case.

At the time, Whitaker was preparing to assume a new post: chief of staff to then-Attorney General Jeff Sessions.

Another advisory board member who also did legal work for the company, New York-based attorney Eric Creizman, said he also received a subpoena from the FTC and turned over records regarding the company.

"I thought you kind of had to respond to subpoenas," he said. "If you're busy, that doesn't give you the right to avoid a subpoena."

In the end, FTC investigators did not obtain evidence or internal communications showing Whitaker knew about the company's phony promises to help investors patent and market their ideas, according to people with knowledge of the case.

This week, court receiver Jonathan Perlman, who oversaw details of the settlement, told The Washington Post that he has "no reason to believe that [Whitaker] knew of any of the wrongdoing."

Within a few months of issuing the subpoena to Whitaker, the FTC began settlement discussions with World Patent Marketing and its chief executive, Scott Cooper.

On Friday, the Wall Street Journal reported that the FBI had opened a criminal investigation into World Patent Marketing, publishing an email that one victim of the company had received from a victim specialist for the bureau.

The July 2017 email [indicated](#) that the FBI was investigating the matter at that time,

along with the U.S. Postal Inspection Service, and invited the person to call a hotline to discuss their experiences with the company.

Spokesmen for the U.S. attorney's office in Miami and the FBI's Miami Field Office declined to comment.

In its probe of the company, FTC investigators concluded World Patent Marketing actively "suppressed" complaints about the company through "threats, intimidation and gag clauses," according to a news release by the agency.

They noted that Cooper used the threat of legal action as a cudgel to prevent customers from posting negative reviews online or complaining to the Better Business Bureau.

One customer who persisted with filing a complaint with the bureau was sent an email by one of Cooper's lawyers accusing her of engaging in activity that could subject her to a "federal extortion charge," noting the felony is punishable by two years in prison, according to the FTC complaint.

Neither Cooper nor his current attorney responded to requests for comment.

In one August 2015 email contained in court filings, Whitaker threatened one of the company's critics, emphasizing that he was a former U.S. attorney.

In response to a man who had complained to Cooper about the company and threatened to file a complaint with the Better Business Bureau, Whitaker warned "there could be serious and criminal consequences" if he proceeded. Whitaker noted his previous role as the top federal prosecutor in southern Iowa and included an image of his law firm's logo.

Four days after Whitaker's email, the company filed a lawsuit against the man in New York, alleging he had defamed Cooper and attempted to extort him. The company's suit noted that Whitaker had intervened in the matter at Cooper's personal request.

The lawsuit was settled out of court in 2016.

Alice Crites, Devlin Barrett and Matt Zapotosky contributed to this report.

From: Kaplan, Peter P.

Sent: Friday, November 09, 2018 11:45 AM

To: Greisman, Lois C. <LGREISMAN@ftc.gov>; MacFarlane, Cathy <cmacfarlane@ftc.gov>; Simons, Joseph <jsimons@ftc.gov>; Koslov, Tara Isa <TKOSLOV@ftc.gov>

Subject: RE: Ongoing inquiry

Hi again everyone. I wanted to keep you up to date on this -- the Wall Street Journal just called to say they are planning to publish a story about an FBI referral in connection with this case and asked if we had any comment. I told them no comment of course. Will send the story as soon as I see it published.

From: Kaplan, Peter P.

Sent: Thursday, November 08, 2018 10:23 PM

To: Greisman, Lois C. <LGREISMAN@ftc.gov>; MacFarlane, Cathy <cmacfarlane@ftc.gov>; Simons, Joseph <jsimons@ftc.gov>; Koslov, Tara Isa <TKOSLOV@ftc.gov>

Subject: RE: Ongoing inquiry

They just published the story, below....

The Washington Post

[Before he led the Justice Department, Matthew G. Whitaker promoted company accused of deceiving clients](#)

By [Carol D. Leonnig](#),
[Rosalind S. Helderman](#) and
[Robert O'Harrow Jr.](#)

November 8 at 9:32 PM

When federal investigators were digging into an invention-promotion company accused of fraud by customers, they sought information in 2017 from a prominent member of the company's advisory board: Matthew G. Whitaker, a former U.S. attorney in Iowa.

It is unclear how Whitaker — who was [appointed](#) acting attorney general by President Trump on Wednesday — responded to a Federal Trade Commission subpoena to his law firm, according to two people familiar with the investigation.

In the end, the FTC filed a complaint against Miami-based World Patent Marketing, accusing it of misleading investors and falsely promising that it would help them patent and profit from their inventions, according to court filings.

In May of this year, a federal court in Florida [ordered](#) the company to pay a settlement of more than \$25 million and close up shop, records show. The company did not admit or deny wrongdoing.

Whitaker's sudden elevation this week to replace fired Attorney General Jeff Sessions has put new scrutiny on his involvement with the shuttered company, whose advisory board he joined in 2014, shortly after making a failed run for U.S. Senate in Iowa.

At the time, he was also running a conservative watchdog group with ties to other powerful nonprofits on the right and was beginning to develop a career as a Trump-friendly cable television commentator.

World Patent Marketing — founded by Miami businessman Scott J. Cooper, who had donated \$2,600 to Whitaker's Senate campaign — prominently highlighted Whitaker's résumé as a former U.S. attorney, which helped lend the company credibility.

But Whitaker seems to have been more than a figurehead. He spoke about inventions of the company's clients in [online videos](#) — including a special hot-tub seat for people with mobility issues. He also penned a response to at least one complaint — writing [athreatening email](#) in which he cited his role as a former U.S. attorney, according to court filings.

“It's really upsetting to know that guy will be attorney general,” said Ryan Masti, 26, who lost \$77,000 after paying World Patent Marketing to help him bring to market his idea for a social media app to help the disabled. “It's so offensive. It's like a stab in the back.”

Whitaker did not respond to requests for comment about World Patent Marketing or the investigation. “We'll decline,” Justice Department spokeswoman Sarah Isgur Flores said in an email to The Washington Post.

A spokesman for the FTC also declined to comment.

There was no evidence that Whitaker knew company salespeople were making false promises to inventors, court receiver Jonathan Perlman said in an interview.

“I have no reason to believe that he knew of any of the wrongdoing,” Perlman said.

Whitaker was paid at least \$10,000 by the company, according to court filings.

At the conclusion of the FTC investigation, Perlman sent a demand letter to Whitaker — along with other advisory board members — seeking repayment of the fees they received. Whitaker did not respond, Perlman said.

When Whitaker was appointed to the board of [World Patent Marketing](#) in October 2014, a company spokesman said in a press release that he would provide “vision and direction.” Later, the company touted Whitaker’s legal background and said he was working with the company to help investors avoid patent marketing fraud.

“As a former U.S. Attorney, I would only align myself with a first class organization,” Whitaker said in a 2014 company news release. “World Patent Marketing goes beyond making statements about doing business ‘ethically’ and translate those words into action.”

According to the FTC, however, the company falsely promised clients it would patent and market their ideas in exchange for hefty fees — and then pocketed the money.

“For the last three years, Defendants have operated an invention-promotion scam that has bilked thousands of consumers out of millions of dollars,” the agency alleged in a recently unsealed court filing. “In truth and in fact, Defendants fail to fulfill almost every promise they make to consumers.”

Neither Cooper nor his current attorney responded to requests for comment.

In court documents, Cooper told the court that the company did provide some services to customers and said the company’s website warned customers that most inventions are not commercially successful, [according](#) to the Fort Lauderdale, Fla., Sun-Sentinel.

World Patent Marketing salespeople would persuade prospective clients

to sign a confidentiality agreement and then ask them to explain their idea, according to court documents.

Whatever the concept, no matter how banal or improbable, investigators found, the salesperson would pronounce the idea fantastic and encourage the customer to pay for a package to market and patent the idea, documents show.

Many people ended up in debt or lost their life savings, according to the FTC.

Promotional material highlighted the meaty résumés of board members like Whitaker, which seemed to be a key component of the business operation. The company said the board would help review inventors' ideas to maximize their ability to get rich.

“Innovators are today’s revolutionaries — forward-thinking visionaries that have come together to form the powerful and influential World Patent Marketing advisory board,” the narrator of one promotional video intoned, as photos of Whitaker and other board members filled the screen.

Masti, who said he struggled with ADHD as a child and hoped his invention would help others like him, said in an interview that he trusted the company in part because he was told that advisory board members, including Whitaker, had reviewed his idea and thought it would be successful.

“They said he’s very high up. He’s a professional. He’s got a lot of power,” said Masti, a resident of Cameron, N.Y., who said he voted for Trump in 2016. “That’s how they sold you.”

Now, Masti said he is living with his parents and facing crushing debt from loans he took out to pay the company.

Another former customer, Penn Mason, an airline employee from Nashville, said he paid World Patent Marketing \$21,000 to help him patent and market a real estate app he had invented.

The company failed to patent his product and quickly stopped returning his phone calls, he said.

Mason said he believes that paid advisory board members like Whitaker essentially pocketed money from unsuspecting victims.

“That was our money,” said Mason, 52. Of Whitaker’s selection as acting attorney general, he said, “It makes me sick to my stomach . . . It’s like a punch in the gut.”

When investors began to complain that they had paid the company large sums with little to show for it, they were threatened, according to interviews and court documents.

Mason said that after he began to complain, he got a call from Cooper, the CEO, who threatened to sue him for slander. “He really scared me,” Mason said. “You feel like you’re dealing with all these bigwigs.”

The Miami New Times, which published [in an in-depth investigation](#) of the company last year, reported that Cooper would sometimes tell people who had posted negative reviews of the company that he had security with specialized training in the Israeli martial art Krav Maga.

In an August 2015 email included in court documents, Whitaker [wrote](#) to a complainant who threatened to go to the Better Business Bureau, “I am assuming you understand that there could be serious civil and criminal consequences for you.” He noted he was a former U.S. attorney.

Another board member, Aileen M. Marty, a professor of infectious disease at Florida International University in Miami, said she was told when she joined the board that she would be sent interesting patent ideas to review — but never received any.

Marty said she received one check for her board service, which she returned when she heard the company could be committing fraud.

“I wish I had never heard of the company and I wish that my name were not in any way associated with it. I can’t turn back time and not accept the offer to be on their board — believe me if I could, I would,” she said in an email to The Post.

As he was advising World Patent Marketing, Whitaker ran a conservative watchdog group called the Foundation for Accountability

and Civic Trust. The group lodged numerous ethics complaints and calls for investigations, targeting Hillary Clinton and Supreme Court nominee Merrick Garland, as well as some Republicans.

On its website, FACT lists a downtown Washington address. But it is one of some 200 “virtual members” who use a K Street location to claim a presence in the nation’s capital, according to Brian Bullock, assistant general manager of Carr Workplaces, the firm that operates the site.

“They only come in every six months or so,” Bullock said. “We pretty much just accept their mail.”

FACT was formed in 2014 with a large donation from another tax-exempt charity that has served as a fountainhead of cash for organizations affiliated with the conservative movement — an arrangement that helps further mask the identity of donors.

The group received more than \$1 million in recent years from a donor-advised fund called Donors Trust Inc., which is a source of funding for scores of other conservative groups, including Judicial Watch, Project Veritas, the Claremont Institute, the Federalist Society and the David Horowitz Freedom Center, tax filings show.

Whitaker received \$402,000 in 2016 as FACT’s president and director — nearly a third of the donations the group received that year, according to its tax filings. He received \$252,000 in 2015, more than half the charity’s receipts that year, tax filings show.

FACT officials declined to comment, but they described the group as a nonpartisan ethics watchdog that holds accountable government officials from both parties.

Alice Crites and Tom Hamburger contributed to this report.

From: Greisman, Lois C.

Sent: Thursday, November 08, 2018 9:17 PM

To: MacFarlane, Cathy <cmacfarlane@ftc.gov>; Simons, Joseph <jsimons@ftc.gov>; Koslov, Tara Isa <TKOSLOV@ftc.gov>

Cc: Kaplan, Peter P. <pkaplan@ftc.gov>

Subject: Re: Ongoing inquiry

(b)(5)

I am not sure any FOIA requests have even been lodged and certainly nothing has come from us.

Touch base in am. L

On: 08 November 2018 21:06, "MacFarlane, Cathy" <cmacfarlane@ftc.gov> wrote:

Just a heads up that the Post called Peter asking for comment on new documents they have related to the World Patent Marketing issue. Peter, of course, did not comment but we talked and anticipate a significant article tomorrow morning.

We should talk tomorrow after we see the article.

Cathy

From: [Greisman, Lois C.](#)
To: [Kaplan, Peter P.](#); [Katz, Mitchell J.](#)
Subject: FW: Message from Unknown sender (b)(6)
Date: Thursday, September 06, 2018 12:03:00 PM
Attachments: [VoiceMessage.wav](#)

He says he is from NPR but I don't recognize the name and it's odd to get such a call out of the blue.
Can one of you follow up?

From: Cisco Unity Connection Messaging System <unityconnection@hq-unity-01.trade.ftc.gov>
Sent: Thursday, September 06, 2018 10:06 AM
To: lgreisman@hq-unity-01.trade.ftc.gov
Subject: Message from Unknown sender (b)(6)

From: [Kaplan, Peter P.](#)
To: [Greisman, Lois C.](#)
Subject: FW: seeking your help with breaking story
Date: Wednesday, November 07, 2018 9:33:22 PM

The W Post

From: (b)(6)@washpost.com>
Sent: Wednesday, November 07, 2018 9:32 PM
To: Kaplan, Peter P. <pkaplan@ftc.gov>
Subject: RE: seeking your help with breaking story

Peter I am looking for an email exhibit in the case. One from Whitaker to (b)(6) He threatens the guy. Can you point me to it? Is there an exhibit file? Anything searchable.

THANKS!!!

From: Kaplan, Peter P. [<mailto:pkaplan@ftc.gov>]
Sent: Wednesday, November 07, 2018 5:18 PM
To: (b)(6)@washpost.com>
Subject: RE: seeking your help with breaking story

[EXTERNAL EMAIL]

Hi (b)(6) The documents we have about this case are posted on our website on [the case page for World Patent Marketing \[ftc.gov\]](#). If you're looking for information about the case beyond that, then the best thing to do is to submit a FOIA request [which you can do electronically here \[ftc.gov\]](#). If you need to follow up further, feel free to call me on my mobile phone (b)(6) (b)(6)

Regards,

Peter Kaplan
FTC Public Affairs

From: (b)(6)@washpost.com>
Sent: Wednesday, November 07, 2018 4:58 PM
To: Kaplan, Peter P. <pkaplan@ftc.gov>; Office of Public Affairs <OPA@ftc.gov>; Katz, Mitchell J. <MKATZ@ftc.gov>
Subject: seeking your help with breaking story

Dear FTC media folks,

I am writing a piece on acting AG Whitaker and see that he was on the board of a company that has been investigated by the FTC. The company is called World Patent Marketing Inc. I see a case filed by the FTC in the Southern District of Florida. The case number is 17-cv-20848-gayles-otazo-reyes.

Can you tell me the disposition of this matter? How shall we describe it? What did the FTC conclude about the role of Whitaker and other board members.

I know this is late but still...I look forward to hearing from you as I am on deadline.

(b)(6)

National Desk
The Washington Post
1301 K Street NW
Washington, D.C. 20071

(b)(6)

From: [Kaplan, Peter P.](#)
To: [MacFarlane, Cathy](#); [Koslov, Tara Isa](#); [Kennedy, Morgan](#); [Crawford, Molly](#); [Greisman, Lois C.](#); [Daffan, Kathleen](#)
Subject: FW: Voice of America Request for FTC
Date: Thursday, November 08, 2018 1:03:12 PM

(b)(5)

From: (b)(6)@voanews.com>
Sent: Thursday, November 08, 2018 12:46 PM
To: Kaplan, Peter P. <pkaplan@ftc.gov>
Subject: Voice of America Request for FTC

Peter,

I spoke with Juliana Gruenwald yesterday and she forwarded you our written request.

The Voice of America contacted the FTC yesterday and requested information and documents regarding the World Patent Marketing case and the conduct of one of their advisory board members, Matthew Whitaker.

We've subsequently learned that FTC investigators were told that Whitaker, while serving as a paid advisor to the company's board, had threatened one complaining customer with legal action.

Would you please contact me as soon as possible.
We are working on a story for tonight and it is important we speak with you today.

Thank you for your assistance,

(b)(6) **Investigative Producer**
Voice of America News
330 Independence Ave., S.W.
Washington, D.C. 20237
Office: 202-382-5684



From: [Greisman, Lois C.](#)
To: [Kaplan, Peter P.](#); [Gruenwald Henderson, Juliana](#)
Cc: [Daffan, Kathleen](#)
Subject: Fwd: The Acting Attorney General and WPM
Date: Wednesday, November 07, 2018 8:19:02 PM
Attachments: [Whitaker Subpoena.pdf](#)

From: "Evans, James" <jevans1@ftc.gov>
Subject: The Acting Attorney General and WPM
Date: 07 November 2018 15:21
To: "Greisman, Lois C." <LGREISMAN@ftc.gov>, "Daffan, Kathleen" <kdaffan@ftc.gov>
Cc: "Robbins, Colleen B." <CROBBINS@ftc.gov>, "Goodman, Jody" <jgoodman1@ftc.gov>

With Sessions' resignation, the Acting AG is Matthew Whitaker. Whitaker was an "Advisory Board" member of World Patent Marketing, and may have done some legal work for Scott Cooper. We subpoenaed his law firm last year. His [Wikipedia page](#) has a whole paragraph on his involvement with WPM (as of the sending of this email).

Wanted to give you a heads-up in case there is press/public attention.

I am in the Internet Lab but can come back downstairs any time.

From: [Greisman, Lois C.](#)
To: [Kaplan, Peter P.](#); [Gruenwald Henderson, Juliana](#)
Cc: [Daffan, Kathleen](#)
Subject: Fwd: The Acting Attorney General and WPM
Date: Wednesday, November 07, 2018 8:31:55 PM

Begin Forwarded Message:

From: "Daffan, Kathleen" <kdaffan@ftc.gov>
Subject: Re: The Acting Attorney General and WPM
Date: 07 November 2018 20:28
To: "Greisman, Lois C." <LGREISMAN@ftc.gov>, "Robbins, Colleen B." <CROBBINS@ftc.gov>, "Evans, James" <jevans1@ftc.gov>
Cc: "Goodman, Jody" <jgoodman1@ftc.gov>

(b)(5)

<http://www.google.com/amp/s/amp.theguardian.com/us-news/2018/nov/07/matthew-whitaker-trump-attorney-general-us-firm>

On: 07 November 2018 20:24, "Greisman, Lois C." <LGREISMAN@ftc.gov> wrote:

(b)(5)

On: 07 November 2018 19:14, "Robbins, Colleen B." <CROBBINS@ftc.gov> wrote:

(b)(5)

We may get a foia request for documents relating to him-particularly since we filed some publicly.
Colleen

On: 07 November 2018 15:21,
"Evans, James" <jevans1@ftc.gov> wrote:

With Sessions' resignation, the Acting AG is Matthew Whitaker. Whitaker was an "Advisory Board" member of World Patent Marketing, and may have done some legal work for Scott Cooper. We subpoenaed his law firm last year. His [Wikipedia page](#) has a whole paragraph on his involvement with WPM (as of the sending of this email).

Wanted to give you a heads-up in case there is press/public attention.

I am in the Internet Lab but can come back downstairs any time.

(b)(5)



On: 08 November 2018 21:06, "MacFarlane, Cathy" <cmacfarlane@ftc.gov> wrote:

Just a heads up that the Post called Peter asking for comment on new documents they have related to the World Patent Marketing issue. Peter, of course, did not comment but we talked and anticipate a significant article tomorrow morning.

We should talk tomorrow after we see the article.

Cathy

From: [Greisman, Lois C.](#)
To: [Kaplan, Peter P.](#); [Gruenwald Henderson, Juliana](#)
Cc: [Daffan, Kathleen](#)
Subject: Re: The Acting Attorney General and WPM
Date: Wednesday, November 07, 2018 9:26:18 PM

Very good. Worth touching base in am Thx.

On: 07 November 2018 21:04,
"Kaplan, Peter P." <pkaplan@ftc.gov> wrote:

For queries on this I've been sending them to the case page, and if they want it is their prerogative to submit a FOIA on any further docs.

On: 07 November 2018 20:31,
"Greisman, Lois C." <LGREISMAN@ftc.gov> wrote:

Begin Forwarded Message:

From: "Daffan, Kathleen" <kdaffan@ftc.gov>
Subject: Re: The Acting Attorney General and WPM
Date: 07 November 2018 20:28
To: "Greisman, Lois C." <LGREISMAN@ftc.gov>, "Robbins, Colleen B." <CROBBINS@ftc.gov>, "Evans, James" <jevans1@ftc.gov>
Cc: "Goodman, Jody" <jgoodman1@ftc.gov>

(b)(5)

<http://www.google.com/amp/s/amp.theguardian.com/us-news/2018/nov/07/matthew-whitaker-trump-attorney-general-us-firm>

On: 07 November 2018 20:24, "Greisman, Lois C." <LGREISMAN@ftc.gov> wrote:

(b)(5)

I have a hill briefing in am but don't leave until 9:40. Will do my best to be in by 9 to chat or call me

On: 07 November 2018 19:14, "Robbins, Colleen B." <CROBBINS@ftc.gov> wrote:

(b)(5)

We may get a

From: [Kaplan, Peter P.](#)
To: [Greisman, Lois C.](#)
Subject: RE: The Acting Attorney General and WPM
Date: Wednesday, November 07, 2018 9:31:28 PM

(b)(5)

From: Greisman, Lois C.
Sent: Wednesday, November 07, 2018 9:26 PM
To: Kaplan, Peter P. <pkaplan@ftc.gov>; Gruenwald Henderson, Juliana <jhenderson2@ftc.gov>
Cc: Daffan, Kathleen <kdaffan@ftc.gov>
Subject: Re: The Acting Attorney General and WPM

Very good. Worth touching base in am Thx.

On: 07 November 2018 21:04,
"Kaplan, Peter P." <pkaplan@ftc.gov> wrote:

For queries on this I've been sending them to the case page, and if they want it is their prerogative to submit a FOIA on any further docs.

On: 07 November 2018 20:31,
"Greisman, Lois C." <LGREISMAN@ftc.gov> wrote:

Begin Forwarded Message:

From: "Daffan, Kathleen" <kdaffan@ftc.gov>
Subject: Re: The Acting Attorney General and WPM
Date: 07 November 2018 20:28
To: "Greisman, Lois C." <LGREISMAN@ftc.gov>, "Robbins, Colleen B." <CROBBINS@ftc.gov>, "Evans, James" <jevans1@ftc.gov>
Cc: "Goodman, Jody" <jgoodman1@ftc.gov>

(b)(5)

<http://www.google.com/amp/s/amp.theguardian.com/us-news/2018/nov/07/matthew-whitaker-trump-attorney-general-us-firm>

On: 07 November 2018 20:24, "Greisman, Lois C." <LGREISMAN@ftc.gov> wrote:

From: [Greisman, Lois C.](#)
To: [Kaplan, Peter P.](#)
Cc: [Daffan, Kathleen](#)
Subject: Re: WSJ has posted the email
Date: Wednesday, November 07, 2018 10:03:49 PM

Adding Kati.

I'm pretty sure this is consistent with what is on the court docket in our case.
We would have nothing further to say.

On: 07 November 2018 21:53, "Kaplan, Peter P." <pkaplan@ftc.gov> wrote:

DOESN'T SAY EXACTLY WHERE THEY GOT IT.....

-[if !supportLists]-->• <!--[endif]-->[POLITICS](#)

Jeff Sessions' Successor Had Advised Company Accused of Scam

Acting Attorney General Matthew Whitaker was a paid adviser to World Patent Marketing, closed by Federal Trade Commission last year

By

[Mark Maremont](#)

Nov. 7, 2018 7:53 p.m. ET

Matthew Whitaker, appointed acting attorney general on Wednesday after [Jeff Sessions resigned](#), was a paid advisory-board member of an invention-promotion company shut down by federal regulators last year as an alleged scam.

The Federal Trade Commission last year accused World Patent Marketing Inc., of Miami Beach, Fla., of scamming would-be inventors by charging them thousands of dollars to patent and promote their inventions. The company “provided almost no service in return” and threatened people who complained, the regulator said.

The FTC alleged that the scheme, which it said was promoted through “bogus ‘success stories’ and testimonials,” began in early 2014. The agency found that consumers lost about \$26 million; some allegedly ended up in debt or lost their life savings.

A Justice Department spokeswoman didn’t immediately respond to a request for comment.

World Patent Marketing announced in October 2014 that Mr. Whitaker, a former U.S.

attorney in Iowa, had joined its advisory board.

A December 2014 company [press release](#) quoted Mr. Whitaker as saying: “As a former US Attorney, I would only align myself with a first class organization. World Patent Marketing goes beyond making statements about doing business ‘ethically’ and translates them into action.”

World Patent Marketing promotional [videos](#) and [photos](#) show Mr. Whitaker reviewing invention ideas with the company’s founder, and the FTC included in court exhibits an email from Mr. Whitaker acting on behalf of the company and threatening a customer who complained with potential “serious civil and criminal consequences.” The [August 2015 email](#) was reviewed by The Wall Street Journal.

An [article in the Miami New Times](#) from August 2017 recounted Mr. Whitaker’s role with the company.

Mr. Whitaker was paid a total of \$9,375 in advisory fees by World Patent Marketing in five installments between 2014 and early 2016, according to documents filed in the FTC civil lawsuit, in U.S. District Court in Miami. He was owed a further \$7,500 at the time the FTC moved to seize the company, the documents show.

World Patent Marketing and its founder settled the FTC case earlier this year, agreeing not to promote any patent-marketing services. The founder also agreed to turn over a Miami Beach waterfront property he owned to the FTC, court records show.

Jonathan Perlman, a court-appointed receiver in the World Patent Marketing case, said in an interview with the Journal that the company had a 12-member advisory board, generally people the founder had met socially. He said “some received payments for which they said they didn’t do anything.”

Mr. Perlman said he asked all the advisory-board members to repay the sums they received. Some agreed, he said, adding that Mr. Whitaker didn’t respond to a demand letter.

The court-appointed receiver cautioned that Mr. Whitaker might not have said everything attributed to him by World Patent Marketing, adding that the company founder “was a salesman who could go pretty far in saying things to make it look better.”

From: Robbins, Colleen B.
To: Goodman, Jody; Evans, James
Subject: RE: Whitaker
Date: Friday, March 24, 2017 1:00:00 PM

Just talked to him. (b) (5) He represented Scott in some Iowa civil matter as a plaintiff and then did give some legal advice after that, but not for WPM business. He never looked at inventions and never went to a meeting.

From: Goodman, Jody
Sent: Friday, March 24, 2017 10:11 AM
To: Evans, James; Robbins, Colleen B.
Subject: RE: Whitaker

(b) (5)

From: Evans, James
Sent: Friday, March 24, 2017 10:03 AM
To: Goodman, Jody; Robbins, Colleen B.
Subject: RE: Whitaker

(b) (5)

From: Goodman, Jody
Sent: Friday, March 24, 2017 9:32 AM
To: Evans, James; Robbins, Colleen B.
Subject: RE: Whitaker

(b) (5)

(b) (5)

From: Evans, James
Sent: Friday, March 24, 2017 9:17 AM
To: Goodman, Jody; Robbins, Colleen B.
Subject: RE: Whitaker

(b) (5)

From: Goodman, Jody
Sent: Thursday, March 23, 2017 10:00 PM
To: Robbins, Colleen B.; Evans, James
Subject: Re: Whitaker

(b) (5)

On: 23 March 2017 21:02, "Robbins, Colleen B." <CROBBINS@ftc.gov> wrote:

(b) (5)

(b) (5)

(b) (5)

Let's talk tomorrow.

Colleen

Reference Number	Complaint Source	Phone In Registry?	Consumer First Name	Consumer Middle Name	Consumer Last Name	Consumer Address, Line 1	Consumer Address, Line 2	Consumer Address, City	Consumer Address, City Cleansed	Consumer Address, State	Consumer Address, State Cleansed	Consumer Address, State Name	Consumer Address, ZIP Code	Consumer Address, ZIP Code Cleansed	Consumer Address, ZIP Code Extension	Consumer Phone, Area Code	Consumer Phone, Number	Company Name	Company Normalized Name	Company State	Company State Cleansed	Company Phone, Country Code	Company Phone, Area Code	Company Phone, Number	Other Information Created Date	Other Information Complaint Date	Other Information Lead Date	Other Information Product Service Description	Other Information Organization	Other Information Complaint Channel	Other Information Transaction Date	Other Information Transaction Time	Other Information Comments	Other Information Existing Business Relationship	Other Information Pre-Recorded Message	Other Information Requested Entity to Stop Calling
(b)(6)	National Do Not Call Registry	Y	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	Huntsville	Huntsville	TX	TX	Texas	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	World Patent Marketing	World Patent Marketing	TF	TF		866	4698354	04/06/2015	04/06/2015	04/06/2015	National Do Not Call Registry	National Do Not Call Registry	Web	04/06/2015	13:00:00	I call to get off the do not call and they ask for my full name, email address and other information. This is nothing but an information gathering service and they need to be stopped. Please	No	Yes	Yes
(b)(6)	National Do Not Call Registry	Y	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	Dallas	Dallas	TX	TX	Texas	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	WORLD PATENT MARKETING	WORLD PATENT MARKETING	TF	TF	1	866	4698354	04/20/2015	04/20/2015	04/20/2015	National Do Not Call Registry	National Do Not Call Registry	Web	04/20/2014	17:00:00	I called back this number 18664698354 to get the company name and a representative name at 5:19pm. They called me automated at 5:16 . I got the name of the company. Representative name Chris Graves .	No	Yes	Yes
(b)(6)	National Do Not Call Registry	Y	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	West Bend	West Bend	WI	WI	Wisconsin	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	World Patent Marketing	World Patent Marketing	TF	TF		866	4698354	04/21/2015	04/21/2015	04/21/2015	National Do Not Call Registry	National Do Not Call Registry	Web	04/21/2015	22:00:00	This organization has repeatedly called me at unacceptable hours such as 9:00 and 10:30 PM. Your assistance is greatly appreciated.	No	No	Yes
(b)(6)	National Do Not Call Registry	Y	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)			CA	CA	California	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	World Patent Marketing	World Patent Marketing	FL	FL		786	2338657	06/17/2015	06/17/2015	06/17/2015	National Do Not Call Registry	National Do Not Call Registry	Web	06/17/2015	08:00:00	I have been contacted by this company for a year and have asked them to stop calling and texting me.	No	No	Yes
(b)(6)	National Do Not Call Registry	Y	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)			FL	FL	Florida	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	World Patent Marketing	World Patent Marketing	TF	TF		888	9268174	07/10/2015	07/10/2015	07/14/2015	National Do Not Call Registry	National Do Not Call Registry	IVR	07/02/2015	00:00:00		No	No	Yes
(b)(6)	National Do Not Call Registry	N	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	Bouira	Bouira	AL	AL	Alabama	(b)(6)	(b)(6)	(b)(6)	(b)(6)	(b)(6)	World patent marketing	World patent marketing	TF	TF		888	9268174	10/22/2018	10/22/2018	10/22/2018	National Do Not Call Registry	National Do Not Call Registry	Web	08/16/2014	01:08:00	ood morning (evening) everybody how are you doing . I wish everyone is doing good . I am thanking you a lot about your help . Allow me to introduce myself . My full name is (b)(6) I am from Algeria (b)(6). I have a problem . I have sent an idea to World Patent Marketing since 2014 . They accepted my idea and since that day ,they were asking me for money . In fact I couldn't send them money but i was looking for a way for how to send them money till suddenly the website got disappear . I have been looking for the website and sending emails to them but no answers as they were sending . One day I discovered that it was a scam from google informations . I have got a horrible feeling inside me . I didn't get desperate I have been looking for help everywhere but no way , that was on 2017 till now . One day I discovered a website called LET JOE KNOW . I have sent them an email talking about my problem then they sent me an email talking about you FTC . They aske — Subject matter of the call: world patent marketing		No	No

[illegible]

[illegible]

